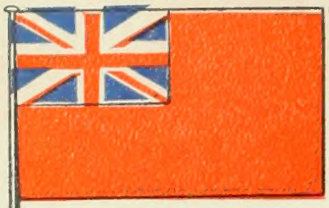
Vol. XXIII No

Dry Goods Review



Spring Merchandising Number

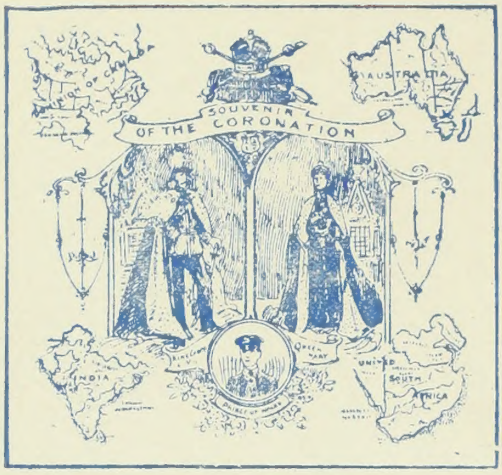
JANUARY 1911



GOD SAVE THE KING!



THE EMPIRE



No. 100. 21 inch

CORONATION JUNE 1911

"UNIO"

RANGE OF

SOUVENIR PICTURE HANDKERCHIEFS

FLAGS AND DECORATION CLOTHS

NOW IN THE HANDS OF WHOLESALERS (DRY GOODS AND HARDWARE MEN,)

NOW READY

3

LINES

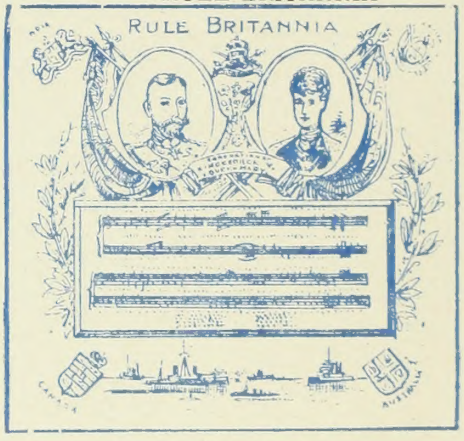
AS SHOWN HERE

ORDER EARLY

"RULE BRITANNIA" and "NATIONAL ANTHEM" ON CLOTH,

SURE SELLERS

RULE BRITANNIA



No. 200. 18 inch.

LARGEST AND MOST COMPLETE RANGE IN THE WORLD.

NATIONAL ANTHEM



No. 300. 17 inch

FLAGS ON STICKS For Children a Specialty. JACKS, ENSIGNS, CANADIAN, on 2 ft. round sticks. ALL M-A-R-V-E-L-L-O-U-S VALUE

LARGE SIZES—6 FT. LONG
(ONLY FIRM RUNNING THEM)

CANADIAN Union Jacks, Red, White and Blue Ensigns; "God Save the King" in Red or Blue Ground; French Flags in four sizes, up to 50 x 36.

BROWN, GRAHAM & COMPANY

ALSO LONDON AND MANCHESTER :: :: :: Glasgow, Scotland

4669

Bright 1911 Prospects

¶ DURING 1910 Canadian Dry Goods conditions improved remarkably, and advance orders for 1911 assure an exceptional year's business.

Busy factories and good crops indicate that consumers have the purchasing power.

OUR SPRING STOCKS

in every department have been prepared with this in view.

Notwithstanding advancing markets, early and large contracts assure our customers of splendid values.

Our travelling staff from ocean to ocean is at your service and our immense warehouse is always ready to serve you.

Try our mail order department.

Greenshields Limited, Montreal

SEASON 1911

Gloves and Gauntlets
Mitts and Moccasins

More than six hundred and fifty lines, comprising a most complete assortment of American, Domestic and European lines.

Our prices when not lower are the same as last year.

Every imaginable variety of Working Gloves and Mitts, many new numbers. Full range of Canvas Gloves, Men's and Women's Fur-lined, Wool-lined, Silk-lined and Unlined Capes, Mochas, Suedes, Kid, etc., etc.

GIVE OUR TRAVELLER AN OPPORTUNITY TO SHOW HIS LINE

GLOVE DEPARTMENT

Greenshields Limited
MONTREAL

Debenhams (Canada) Limited

NOVELTIES

IN

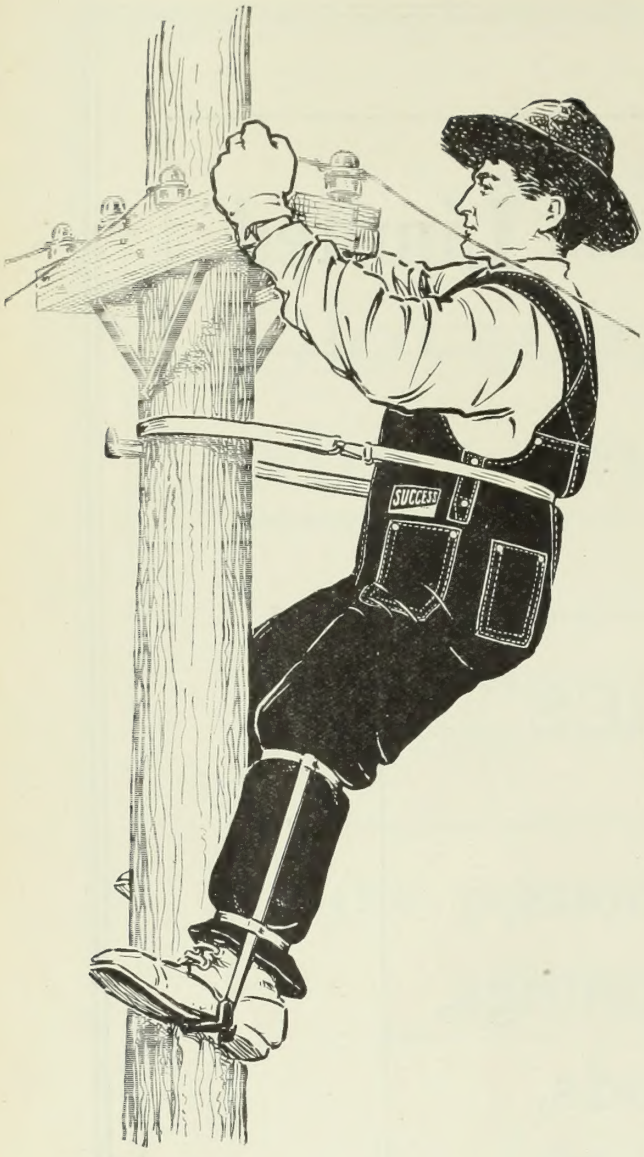
Silks, Ribbons,
Laces, Trimmings,
Dress Goods,
Velveteens, Etc.

Montreal
18 and 20 St. Helen St.

Toronto
Cor. Bay and Wellington

PARIS
115 Rue Reaumur

Please mention The Review to Advertisers and Their Travelers.



"SUCCESS" OVERALLS

Stand the Hardest Usage

The "SUCCESS" is made to stand the wear and the strain of the hardest labor. "SUCCESS" is essentially the "hardwork" overall.

The denim in the "SUCCESS" is the very best which can be bought—the cut is very full, high backs, wide legs, and the garments are double stitched throughout.

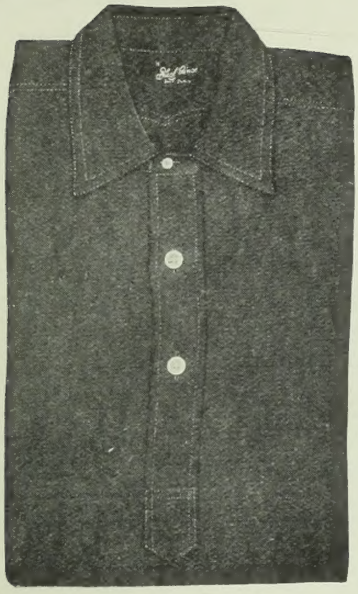
The "SUCCESS" is open at both sides and faced so that the overall cannot rip.

Your customers will buy the "SUCCESS," the good points are so prominent.

The range is complete, 27 different garments in three weights and three colors.

Your wholesaler will supply you, or write us direct.

The Canadian Converters' Co. Limited.
Montreal



THREE TRADE WINNERS

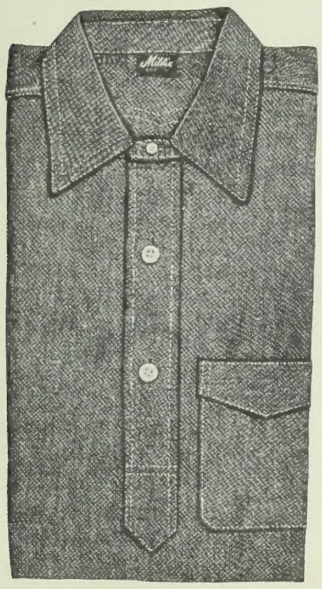
Black Prince

A Black Serge with fleece back, absolutely *fast* black. A good big comfortable shirt, every seam double stitched. The best *quality* in workingmen's shirts.



Cobalt King

Exactly the same shirt as the Black Prince, but the cloth is Khaki color. This shirt has been a big seller, a popular line in a popular shade. Identical with Black Prince in quality.



Militia

Made of a special heavy military cloth. This cloth is made for and confined to us. We make this in two styles, *large* and *extra large.* This shirt is very strongly made, with extra wide seams, double stitched to prevent ripping.

Get samples from your wholesaler. The shirts all *genuine* value, sell at prices bearing you good profit.

The Canadian Converters' Co. Limited.
Montreal

GET YOUR ORDER IN

The wholesale houses are freely booking to

1911

range of

Wm. Anderson Zephyr

The assortments are on a larger scale than ever before and represent the latest note in design and coloring.

To make sure of deliveries, place your orders early.

Wm. Anderson Zephyrs retail from 15 to 25 cents a yard.

Wm. Anderson & Co., Ltd.

Pacific Mills

GLASGOW, : : SCOTLAND

BING BROTHERS, Nuremberg,

the largest toy manufacturers in the world,

beg to announce that their samples are now ready for inspection at their new show rooms, 381 Fourth Avenue, cor. 27th St., New York City.

We take orders for import only and would thank you for an early appointment.



JOHN BING,

Sole Representative for the United States and Canada.

Help Your "January" and Spring Sales by Looking Through

GAULT'S

Complete Stocks in Following Departments:--

EMBROIDERIES

All the latest novelties in bandings, edgings, skirt insertions, flouncing and allovers, also odd lots for cheap counter sales.

LACES

Full assortment new artificial silk allovers and insertions. Also special lots vals. and torchons in large variety for "five-cent" and "two-for-five-cents" sales.

CURTAINS

Remarkable values for special sales, our fifty inch to sell 75c. pair and our sixty inch to sell $1.00 are only a few lines out of a range of 75 patterns of exclusive novelty designs. Curtain muslins for "ten-cent" sales and immense range in white, ecru and colored lines.

QUILTS

For "furnishing sales" we have a few leaders which will cause a stir and give good returns.

RIBBONS

See "Gault's E7" brilliant taffeta to sell 10, 12 and 19 cents.

HANDKERCHIEFS

We have some fifteen numbers we are running for a "five-cent" sale lot for you and they are well worth a post card for a sample order amounting to five dollars.

The Gault Brothers Co., Ltd.

MONTREAL Smallwares Department

Awarded the highest prize, *"The Grand Prix,"* at Brussels Exhibition, 1910.

Established 1791



The Test of Time

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet

Flannelettes of the Highest Quality
See Horrockses' Name on Selvedge

Horrockses'

Manchester and London

SPRING 1911

IMMEDIATE DELIVERY



Corticelli



PURE DYE SILK RIBBONS

Holly Ribbons
Narrow Widths
1, 1½, 2, 3



Plain and Fancy Ribbons
Narrow Widths

See our Import Range of Fancy French Ribbons
The Biggest Variety ever shown in Canada

Our Ribbon Business is growing! **Are you sharing in our Offerings?**

Corticelli Silk Company, Limited

HEAD OFFICE, ST. JOHNS, QUE.

ADDRESS NEAREST OFFICE

SALESROOMS:—22 St. Helen St., MONTREAL. 56 Albert St., WINNIPEG. 24 and 26 Wellington St. W., TORONTO
91a York St., SYDNEY, N.S.W. 318 Homer St., VANCOUVER


BDA
MOHAIR
The fabric of exquisite perfection throughout
Back of B.D.A. Mohairs in the perfect state you know them to-day is a fund of hard-earned experience.
Back of B.D.A. FINISH are years of experimenting — idealizing — effort ambition. AND HERE TO-DAY AS A RESULT IS B.D.A. PERFECTION OF FINISH.
Back of B.D.A. DYE are scores of "weighed in the balance and found wanting" dyes. AND HERE TO-DAY AS A RESULT IS B.D.A. PERFECTION OF DYE.
AHEAD OF YOU, as a progressive retailer, is a profitable, satisfactory sale for justly popular English Mohairs,
Samples from your jobber's and proof from the samples.
BRADFORD DYERS' ASSOCIATION
OF
BRADFORD, ENGLAND

Established 1832 Cable Code: Law-Bradford

Spring 1911

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

A Problem Solved!

¶ Considerable interest at present attaches to the solution of the question, "How to make a Cotton Flannelette at once warm, healthy to wear, and non-inflammable."

The "Arpekas" Flannelette

possesses the above qualifications in the highest possible degree.

¶ It is a plain fabric, and not a twill.

¶ All household flannels are plain, and it is obvious that an article intended to be used as a substitute for flannel should present a similar appearance. It has the further advantage that it raises better and closer, and is therefore less inflammable than an ordinary twilled flannelette. An article made in this manner will not take fire more readily than an ordinary cotton nightdress.

¶ Every piece is warranted free from extraneous moisture, and from all injurious chemicals. Being extremely short and close in the pile, these goods do not get out of condition on the counter.

PROPRIETORS:

J. & N. PHILIPS & CO.

Manchester, England

Mills—Tean and Cheadle

Branch---20 Cheapside, London, E.C.

OFFICES

211 Lindsay Building, St. Catherine St. West, MONTREAL

611 Empire Building, Wellington St. West TORONTO

DRAPERIES AND FLOOR COVERINGS

WE are here again with a range of both, which already bears the hall-mark of approval. The orders we have taken for these goods prove that they are "right" in every way.

The season's best offerings in SEAMLESS SQUARES to be seen among our samples, in Tapesteries, Velvets and Axminsters, all colorings and sizes. They are in fine demand and will put the finishing touches to your spring offering. See them or let us send you samples.

Our drapery display is in every way equal to our floor coverings. All the latest fabrics and patterns to choose from, purchased in the right place and at the right time.



FOR YOUR SPECIAL ORDERS ASK US TO EXPRESS YOU SAMPLES

John M. Garland, Son & Co.

OTTAWA :: :: CANADA

Please mention The Review to Advertisers and Their Travelers.

Good Enough For John Wanamaker— Good Enough For You.

This is part of a full page advertisement which appeared recently in New York for the John Wanamaker Store. Every Merchant in Canada knows the Wanamaker Store. They also know that this store would not pay a high price for space in a big New York paper to advertise "Old Bleach" Linens, unless by so doing it would add prestige to the store.

If John Wanamaker can get added prestige for his store by featuring "Old Bleach" Linens, would they not be good in your store?

The store that sells "Old Bleach" Linens at once gets the trade of the best people—the people with money to spend.

The fact that you can make a good profit in these goods, and that they will give absolute satisfaction is additional reason why you should stock them.

"Old Bleach" Linens are made in Table Damasks, Towels, Huckabacks, Diapers, Sheetings, Holland Colored Linens, Embroidery Linens, Hemstitched Sheets, Pillow Cases, Baby Towels.

Send a sample order for Art Towels. We know you will be more than satisfied.

"OLD-BLEACH" TABLE CLOTHS

No Longer a Luxury

"Old Bleach" linens, bleached on the green in the good old-fashioned way, by their fineness and inimitable whiteness have made many friends for this store—the only store selling them in New York.

But many who have admired them from afar will be pleased to know that improved methods at the mill have produced beautiful pattern cloths to sell at several dollars less than has been possible heretofore.

The output of these moderate priced cloths is limited as yet. We have them today in six charming patterns, not to be had anywhere else in America.

R. H. Cosbie

Irish Linen Agency

30 Wellington Street West

TORONTO

The House of

Alphonse Racine & Company

is the

Staple Dry Goods House of Canada

8 All-Round Departments

COTTONS
SHEETINGS
A
SHIRTINGS
DENIMS
ETC.

PRINTS
GINGHAMS
B
FLANNELETTES
WRAPPERETTES
ETC.

TWEEDS
AND
COATINGS
C
LINENS
MUSLINS

DRESS
GOODS
CX
SILKS
SATINS
ETC.

GENTS'
FURNISHINGS,
MEN'S HOSIERY and
UNDERWEAR
D
WORKINGMEN'S
WEARABLES
ETC.

SMALLWARES
DRESS
ACCESSORIES
E
NOVELTIES
ETC.

LADIES'
HOSIERY AND
UNDERWEAR
F
LADIES' READY-
TO-WEARS
ETC.

OILCLOTHS
LINOLEUMS
G
CARPETS, HOUSE
FURNISHINGS
ETC.

8 All-Round Departments

1911 will be Canada's busy year. It will pay you to get in on the ground floor with the house of Alphonse Racine & Company.

Ground Floor Prices — The Latest in Everything — Top Story Qualities

Letter Order Department

For Samples, Price Quotations or Hurry-Orders, communicate with this Department. IT IS EFFICIENT.

Alphonse Racine & Company

The Staple Dry Goods House of Canada.

OTTAWA—111 Sparks St.
QUEBEC—234 St. Joseph St.

MONTREAL

MANCHESTER, ENG.
11A Albert Square

THE BANK OF MONTREAL

Proceedings of the 93rd Annual Meeting of Shareholders.

The 93rd annual general meeting of the Shareholders of the Bank of Montreal was held yesterday at noon at the Board Room, at the bank's headquarters.

There were present: Messrs. D. Morrice, H. V. Meredith, C. R. Hosmer, James Ross, Sir William Macdonald, Sir Thomas Shaughnessy, Sir Edward Clouston, R. B. Angus, E. B. Greenshields, Hon. Robert Mackay, A. Baumgarten, E. Rawlings, C. J. Fleet, K.C., R. S. David, A. Piddington, John Patterson, W. A. Murray, H. Joseph, J. T. Ross, James Alexander, W. B. Blackader, William Stanway, William H. Evans, William Agnew, John Taylor, W. R. Miller, C. Meredith, C. Simpson Garland, G. F. C. Smith, C. J. Doherty, M.P., James Kirby, K.C., James Skeoch, Henry Dobell, M. S. Foley, C. H. Cahan, K.C., P. R. Gault, P. F. McCaffrey, Dr. Gardner, John P. Knight.

On motion of Mr. D. Morrice, the President, Mr. R. B. Angus, was requested to take the chair.

It was then moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and William Stanway be appointed to act as Scrutineers, and that Mr. James Aird be Secretary of the meeting. This was carried unanimously.

THE ANNUAL REPORT

Sir Edward Clouston, Bart., the General Manager of the Bank, was then called upon to read the annual report of the Directors to the Shareholders at their 93rd Annual General Meeting, held 5th December, 1910:

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1910.

Balance of Profit and Loss Account, 31st October, 1909		$ 603,796 30
Profits for the year ended 31st October, 1910, after deducting charges of management, and making full provision for all bad and doubtful debts..		1,797,992 81
		$2,401,789 11
Dividend 2½ per cent. paid 1st March, 1910	$360,000 00	
Dividend 2½ per cent. paid 1st June, 1910	360,000 00	
Dividend 2½ per cent. paid 1st Sept., 1910	360,000 00	
Dividend 2½ per cent. paid 1st Dec., 1910	360,000 00	
		1,440,000 00
Balance of Profit and Loss carried forward		$ 961,789 11

Since the last Annual Meeting Branches have been opened at Barton-Victoria Street (Hamilton), Penticton, B.C., High River, Alta., Perth, N.B., and Prince Rupert, B.C.

The Branches at Andover, N.B., and Warsaw, Ont., have been closed.

With deep regret the Directors have to record the death of their esteemed President, the Hon. Sir George A. Drummond, K.C.M.G., C.V.O., who had been a member of the Board for upwards of twenty-eight years. During that period he served as Vice-President for nineteen years and President for five years.

Mr. R. B. Angus was elected to succeed him as President, and the vacancy on the Board has been filled by the election of Mr. H. V. Meredith.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

Bank of Montreal,
5th December, 1910.

R. B. ANGUS, President.

THE ANNUAL STATEMENT

The annual statement of the position of the Bank at 31st October was read as follows:—

LIABILITIES.

Capital Stock		$ 14,400,000 00
Rest	$12,000,000 00	
Balance of Profits carried forward	961,789 11	
	$12,961,789 11	
Unclaimed Dividends	1,855 51	
Quarterly Dividend, payable 1st December, 1910	360,000 00	
		13,323,644 62
		$27,723,644 62
Notes of the Bank in circulation	$14,502,591 00	
Deposits not bearing interest	43,425,978 33	
Deposits bearing interest	154,117,878 17	
Balance due to other Banks in Canada	122,238 37	
		212,168,685 87
		$239,892,330 49

ASSETS.

Gold and Silver coin current	$10,202,147 00	
Government demand notes	11,596,613 50	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	600,000 00	
Due by agencies of this bank and other banks in Breat Britain	$11,414,749 69	
Due by agencies of this bank and other banks in foreign countries	5,799,898 87	
Call and short loans in Great Britain and the United States	61,918,750 00	
	79,133,398 56	
Dominion and Provincial Government Securities	1,498,344 07	
Railway and other Bonds, Debentures and Stocks	18,884,975 07	
Notes and Cheques of other Banks	4,849,328 12	
		$126,764,806 32
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved- and other assets	$112,087,981 86	
Bank Premises at Montreal and Branches		600,000 00
Debts secured by mortgages or otherwise	231,424 79	
Overdue debts not specially secured (loss provided for)...	208,117 52	
		112,527,524 17
		$239,892,330 49

Bank of Montreal,
Montreal, 31st October, 1910.

E. S. CLOUSTON, General Manager.

THE PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then moved the adoption of the report, seconded by the vice-president, Sir Edward Clouston.

In moving the adoption of the report the president said :—

"With your permission, gentlemen, I move the adoption of the report just read.

"On this occasion we recall the fact that at last annual meeting of the shareholders the president was unable to attend, because of illness, which, unfortunately, and to the great regret of his colleagues, resulted in his demise on the 2nd of February last. Sir George Drummond occupied a most distinguished position in the business community ; and the shareholders of this bank may well entertain a grateful appreciation of his services as president and of his work in the Senate, where his intelligent and patriotic efforts were largely devoted to the protection and development of the banking interests of the Dominion.

"To fill the vacancy created by the death of Sir George it was deemed advisable that I should, for a time, occupy the chair ; and consequently I was elected to the presidency on the 22nd of July—while the directorate was at the same time strengthened by calling the Assistant General Manager, Mr. H. V. Meredith, to a seat at the Board. The expansion of business in recent years vindicates the expediency of this latter arrangement.

"The period under review has been marked by almost unbroken prosperity. The bounteous crops harvested during preceding years had raised the expectations of our farmers and excited the attention of intending immigrants, and although the bright prospects of the present season were somewhat dimmed by the excessive drought of June and July, causing partial failure of the wheat crop in some districts of the West, the actual result has proved more favorable than was then anticipated. The latest estimate of the harvest from the Western grain fields, by parties well qualified to judge, gives a yield of

95 million bushels of wheat
128 million bushels of oats
25 million bushels of barley and flax

which under the conditions existing may be regarded as fairly satisfactory.

"We are naturally most interested in the outcome of the young and rapidly-growing country, for to it belongs the future. Still it may be long before it overtakes the productiveness and wealth of the older provinces, which in their undeveloped resources, timber, minerals and arable lands, afford abundant opportunities for expansion and settlement.

"On the first intimation of injury to the growing crops in the West the confidence of the eastern merchants and manufacturers was somewhat shaken, but the curtailment of business activity which followed was only temporary in its character and soon gave way before more hopeful indications. Business quickly revived and has continued good throughout the year.

"One notable feature may be remarked, that the Western people, farmers and settlers and tradesmen, shewed little sign of depression under the circumstances. The unusually dry season might serve as a warning to more careful tillage of the soil, but could not disturb the prevailing hopefulness and contentment. The agricultural results in

the eastern provinces of the Dominion were upon the whole quite gratifying.

"Immigration from Europe and the United States of America was on an extensive scale, no less than 300,000 to 350,000 being the estimated number of arrivals during the season, enriching the country by valuable contributions in property and money and still more by additions to the agricultural population. Such an unprecedented influx of new settlers to a comparatively small community, many of them experienced farmers, could not fail to have a stimulating effect upon all the commercial interests of the country. The extraordinary expenditures on railway construction and other public works also largely contributed to this result. The rapid growth of all industrial enterprises no less than the great and profitable expansion of agricultural operations, together with the opportunity of acquiring unoccupied land, render Canada a popular field for the employment of European capital. Important transfers of money to this country are of daily occurrence and especially from England, where political and financial unrest has induced many people to seek new avenues for investment.

"Contributions through the Stock Exchanges and money markets of Europe to the financial enterprises of Canada have been extremely generous of late and it is eminently desirable that the confidence thus displayed should not be abused. Some offerings have been made, it is feared by over sanguine promoters whose statements it would be hard to justify, and in relation to schemes where the advantages to buyers are not quite apparent. It might be well to consider that, while money seeking investment is much more abundant in some countries than it is with us, there is seldom much lack of capital here for participation in enterprises that are unquestionably sound. Our friends abroad might reflect that a home market, especially in the case of industrial securities, will generally furnish some indication of values.

"In the earnings of the railways, the output of factories and the large volume of commercial transactions there is evidence on every hand of widespread and almost universal prosperity throughout the land. The statement of the Bank's affairs now submitted shows that this institution has participated to a considerable extent in these advantages: the net profits have been fair, about the same as last year, and would have been more ample had not the Bank met an unfortunate complication through the error of an agent and the failure of a foreign bank. The earlier rumors concerning this matter were much exaggerated and to the best of our knowledge the ultimate loss has been fully provided for.

"I leave the General Manager to comment upon the annual exhibit and the more technical aspects of the situation but may here state that the accounts, cash and securities of the bank nave been examined and verified by the inspecting officers and by committees of the Board. The organization of the bank is believed to be in excellent condition, and, as is customary in this institution, the reserves have been maintained at a very high standard of safety.

"In reference to a question that has exercised the minds of some of our friends, who marvel that the bank premises account remains at the comparatively modest figure of $600,000 while the known expenditures under that head have of late years been unusually large; the fact is, as stated, the explanation being that the directors have been indisposed to burden their assets with any large item that could not be promptly converted into cash; and they have consequently charged directly against revenue the entire expenditure connected with the building, extension and maintenance of the bank's premises; these amounts have been considerable, owing to the necessity of opening branch offices in new settlements and enlarging facilities at important centres where business has outgrown the existing accommodation.

"The directors are, however, of opinion that the call for extraordinary outlays of this nature has almost passed and that such charges will hereafter cease or greatly diminish.

"It is unnecessary that I should attempt to give a specific account of the various industries of the country, but in reference to the more important natural products it may be noted that the lumber business has been fairly good in the east, and unusually active on the Pacific Coast. Exports to the United Kingdom have not been as large as in former years, but have been offset by the greater home demand.

"The wood pulp mills have found a good market for their product, notwithstanding adverse duties in the United States.

"There has been a wholesale falling off in the exports of produce from this port during the past season of navigation, owing partly to decreased production, and also largely to increased home consumption.

"A marked decline in the exports of live stock, which was observable during the last few years, and was probably to be accounted for by the requirements of new and expanding settlements and the home consumption of a growing population, seems now to be checked. It was natural to suppose that in view of our unequalled facilities for cattle raising the condition would only be temporary, and it is gratifying to find a change for the better has set in—the shipments, especially from the West, having largely increased.

"A true index to the rapidly increasing trade of the country may be found in the combined imports and exports of the past fiscal year, which amounted to the big total of $693,211,221, as compared with $571,268,767, showing an increase of $121,945,454 over the previous year.

It is to be noted, however, that the excess of imports over exports is increasing; the government revenues are buoyant, but Canada's borrowings from Europe are very large, and will doubtless continue so, while expenditures for railway building, the improvement of navigation and for the legitimate needs of growing municipalities are maintained on the present extensive scale.

With regard to trade, the wholesale dry goods houses report that business during the past year has been exceedingly good, and payments have shown a fair average, while failures have been rare. The same remark applies to groceries, iron and hardware trade, leather, boots and shoes, and other branches.

"I am aware these are but running comments, and to give any adequate description of the season's results would call for a review from the Atlantic to the Pacific. With our partial shortage of crop in the Western Provinces, we have one reassuring view exemplified this season, namely, that with the newly developed territories, the field is now so extensive that what affects one part of the country adversely or otherwise, is unlikely to induce similar conditions elsewhere. Even the visitation of the drought was by no means uniform. The weather was so capricious that the injury from that source occurred in widely separated spots, and the result of the harvest, although less than anticipated, was yet immense, considering the small population which has to share its benefits.

"We are, therefore, safe in saying that the country as a whole has undoubtedly experienced a fair degree of prosperity throughout the year, and no doubt need be entertained as to its continued and rapid growth in wealth and population; if, however, we are to realize our best expectations, we must carefully avoid undue inflation. In some districts there has been excessive speculation in town and village properties, but the movement already shows signs of languishing, while farm and fruit lands maintain their value or steadily appreciate.

"Money has been very abundant throughout the year, and from a lender's point of view the rates of interest, except for a brief period, have been abnormally low, thus rendering it difficult to employ our surplus funds to advantage in London or New York, where short or call loans are readily available. But this department of the subject will be left to the General Manager, Sir Edward Clouston, who seconds the adoption of the report."

The conclusion of the President's address was greeted with applause by the meeting.

SIR EDWARD CLOUSTON.

In seconding the adoption of the report, Sir Edward Clouston said:—

"In my address last year I made the remark that I should be very much disappointed if we did not make a better showing of profits during the year we have just passed through, and, though I did not say it, I had in my mind that I might be able to suggest to the directors that it was time to do something for our shareholders in the way of a bonus. Unfortunately my anticipations were not realized. Our profits show $28,000.00 less than last year.

"The general statement, as you see by the copies you hold in your hands, is a strong one, and exhibits the steady progress the Bank is maving. For the first time in our history our circulation exceeds our capital, and we were obliged to make use of the emergency circulation authorized by the Government.

"Our deposits have increased $18,000,000, but this does not fairly show the actual increase in our regular deposits, as last year we had some large special deposits which were withdrawn during the year. Our readily realizable assets, that is our reserves, are about the same, though they show a slight decrease in percentage to our liabilities. The amount of money employed outside of Canada has been reduced $14,000,000. Fault has been found with us by critics who have not given sufficient consideration to the subject for keeping such large balances in other countries, but experience has taught us that it is not on-

LOUIS LINDNER & SONS, SONNEBERG,

New York Show Rooms, 381 Fourth Avenue, New York City,

beg to announce that a complete line of samples are now on show at above address and would thank you for an early appointment.



JOHN BING, Sole Representative for U. S. A. and Canada.

ly safer for the Bank but for Canada, that we should hold large reserves which we can draw on in case of necessity without disturbing financial conditions in our own country. The important position of the Bank of Montreal in the financial fabric involves the keeping of a large portion of our assets in a form immediately available for conversion into cash. Our responsibilities in this respect force us to be content with a very low return on the money we lend on call in London and New York, a return, which for long periods during the past year was little better than 2 per cent. at either centre, and taxes to come out hf that. It is not to be supposed that we would ignore the superior advantages of a 5 per cent. call rate in Canada, could we employ $10,000,000 or $20,000,000 here, with the certainty that we could get it back on three hours' notice any day we wanted it.

Of the increase in our investments, $5,000,000 is accounted for by the purchase of a municipal issue which has been largely disposed of since the close of the statement.

"Our loans and advances have increased $21,000,000, and call for no special comment, except that they evidence that we are doing our share in assisting the development of our rapidly growing country.

"The present session of parliament will see introduced legislation of importance to bankers, as our charters come up for the usual decennial renewal. Though the Bankers' Association has not been taken into the confidence of the government about any proposed alterations or amendments, I think it hardly likely that there will be any great change. The Act is a very good one as it stands, is thought well of by financial authorities in other countries, and answers admirably the requirements of our own. When trouble arises it is apt to be condemned by unthinking critics, but it is not the fault of the Act but of those who work under it, and no amount of legislation will guard against the fallibility of the personal factor and keep men from being fools or knaves.

"The President has spoken on the general trade of the country, which may be characterized as satisfactory, with a promising outlook. There is possibly too much real estate speculation in some sections of the country, and municipalities are borrowing rather heavily; the greater part of it, however, is quite legitimate, arising from the rapid growth of the newer cities and towns throughout the west.

To them flows the ever increasing tide of our immigration, which, from the best figures at present available, will this year number over 300,000 souls. The quality of this immigration is admittedly high, and when one considers that it represents in a single year about 1-20 of the country's population, it is well that it is so. To this influx of population, as well as to the greatly increased prosperity of the people, is probably due the fact that while our production of such food-stuffs as butter, eggs, cheese, etc., has increased during the present twelve-month, the exports of these products have declined, indicating a large home consumption.

"As regards the general prospect, in the older countries there seem to be at least enough pessimists to counterbalance the optimists. In Canada we have many of the latter, and few of the former—too few, perhaps, at times, to sufficiently regulate our youthful exuberance. It might be well to remember that the prosperity we have enjoyed may be largely due to a continuity of policy and a disposition to employ experience rather than theory as the basis for the conduct of our affairs. Such principles have made us self-reliant, and seem best calculated to ensure our future progress and permanent stability." (Applause.)

After the usual resolutions of thanks were passed, the retiring Board of Directors were re-elected as follows:

Messrs:—R. B. Angus, A. Baumgarten, Sir Edward Clouston, Bart, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thos. Shaughnessy, K.C.V.O., Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

OFFICERS ELECTED.

At a meeting of the Directors held later the Right Honorable Lord Strathcona and Mount Royal, G. C. M. G., G.C.V.O., was elected Honorary President of the Bank, Mr. R. B. Angus President, and Sir Edward Clouston, Bart., Vice-President.

Mainly About Ourselves

An announcement which prescribes a quickened pace for the New Year, and marks a most important step forward, is that The Dry Goods Review will from now on be issued twice a month.

The Review To Appear Twice a Month

Steady development in the Canadian dry goods trade has made this step imperative. The Review has been issued as a monthly for the past twenty-two years. In that time there have been many changing processes at work thoughout the trade. The country has grown and merchants and manufacturers have availed themselves of those facilities which enable them to the better concentrate upon the first essentials of profitable enterprise.

* * * * *

The merchant who looks backward twenty-two years and compares merchandising then with what it is to-day, will see that it is a far different proposition—that many handicaps have been dropped aside; that he is now in closer and more frequent touch with his market; that the means by which he may determine a season or two in advance what he may expect to carry in his new stocks, have multiplied, become more reliable and efficient; that, at the same time, trade barometers have become far less vague; that he may now the more readily inform himself as to the evolution of that increasingly important factor, style; that by availing himself of the means at his service there is little excuse for serious lapse in his judgment as a buyer; that above all, the keenness of competition has been intensified, and that more and more survival and supremacy call for speed, strength and general fitness.

* * * * *

That is why The Review will now be issued twice a month. Among its readers there are those who assert that it has helped materially in this development. Now the demands of progress will not be denied. The man who, under modern conditions would buy the goods he requires for his particular kind of merchandising at the most advantageous time, must be kept in more frequent contact with those from whom he buys. By receiving The Review twice a month, he will have his hands doubly strengthened.

* * * * *

In these days when mercantile effort is being energetically directed toward quick turnover, the manufacturer, the wholesaler and the retailer are more spontaneously moved by the law of supply and demand.

Information must be circulated more quickly. No one part of the country can afford to be a season behind the other. Ideas, opinions, verdicts of importance to the merchant must be exchanged and imparted quickly. The rules (if there be any) of competition demand it.

Once behind in the procession it is often more than a man's job to catch up, and then success may come at so late a period as hardly to make the effort worth while.

The merchant must adopt every means to keep his business atuned to present-day requirements. Even though he be satisfied with small returns, a safe indifference is only bought by eternal vigilance.

The Review issued twice a month, is calculated to fit into these requirements, to so direct, assist, reinforce the merchant's effort that he will know his work is proceeding along the most economic as well as the most practical and profitable course.

Problems such as "parcels post" which is now coming on the horizon, arise in connection with the dry goods trade from time to time which cannot long be tolerated. The best remedy for an ill is the quickest, following a diagnosis which recognizes symptoms before they are fully developed. A representative trade newspaper, issued twice a month, will be in a better position to discuss these matters, to express the merchant's views, to apply its influence more directly and to better advantage than where it appears but once a month and hence cannot always combat against time lapses which sometimes produce more aggravating phases.

The purpose expressed in the twice-a-month Review is to give every department of the trade a better service —authentic news for the retailer more frequently, an improved means of communication between producers and distributors.

What does it mean? At the first of each month and mid-monthly, The Review will enter the stores of dry goods men from one end of Canada to the other. Its editorial and advertising columns will be filled with information of first importance to them as buyers and sellers, and at no advance over the present subscription price of $2.00 a year.

There are merchants who now appreciate The Review as they would a member of their sales force who is valued because of his original ideas, his great fund of information, his absolute reliability. That is the position desired for The Review in Canadian dry goods stores, and every effort has that objective. That is one great reason why it is now to be issued twice a month.

* * * * *

In the course of a year many merchants state that they could not afford to be without The Review. They are thus merely acknowledging a service that they are fully entitled to, and it is hoped that this latest advance, which is nothing more than a step that is due, will go far toward making the statement unanimous.

◎

The salesman's problem competition which opened last month, and which will be continued for some time as a regular feature, has aroused considerable interest among readers of The Review. The most striking evidence of this is found in the large number of replies received telling how to handle customers described in Cartoon.

Interesting The Sales People.

These replies indicate primarily, that in the problems depicted, salesmen recognize troublesome stumbling blocks or rocks upon which they receive many a bump, and the chief value of the competitions rests in the exchange of opinion which they bring forth.

The multiplicity of replies also indicates that it is not the merchants or heads of stores alone, who read The Review, but that it also reaches and is of interest to the people behind the counter. This fact is the more appreciable in view of the encouragement which progressive merchants are to-day giving the salespeople who really know and are capable of doing something more than they are paid for. The salesperson who will win out under modern conditions is the one with a perspective. The one who fits him or herself for the post higher up.

The Answers to competition in December Dry Goods Review, and details of new problem will appear in the January mid-month number.

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

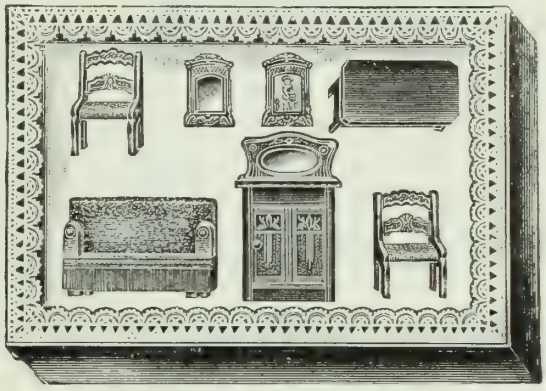
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A Well-known Concern under a New Name.

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Please call and see our full line of samples at our new sample rooms

381 Fourth Ave., New York.

JOHN BING,
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Made in Canada

The **Gnu** Hook and Eye

The **Gnu** Safety Pin

The **Gnu** Hair Pin

Manufactured from best quality of material for finest trade by

The National Pin Company, Limited
St. Mary's
Ontario, Canada

The International Brokerage Co.

"Promoters of
SUCCESSFUL SALES"

MR. MERCHANT :

ARE YOU IN THE CASH-BUYERS' CLASS ?

Have you overstocked ?

How much money have you locked up in merchandise that you could use to advantage just now ?

Do you want to clean up and start over, meeting spring competition with a new stock purchased under the most favorable conditions, for cash?

One of Our Nine Day Successful Sales Campaigns

can accomplish all this ***and more.***

Let us tell you just ***how much more.***

We are "Specialists" in

PROCURING PROFITABLE AND PERMANENT PUBLICITY

A postal to our head office will bring you full information.

Head Office in Canada
DOMINION BANK CHAMBERS
London, Ontario

DEAD STOCK
VS.
LIVE MONEY

THAT is what the question resolves itself into.

Are you going to allow your shelves to become covered with dead stock—faded, off-color, out-of-style—of no value to anybody?

Or

Are you going to send this stock to these works, have it dyed any color you wish, and returned to you as saleable as new goods?

That's the Proposition

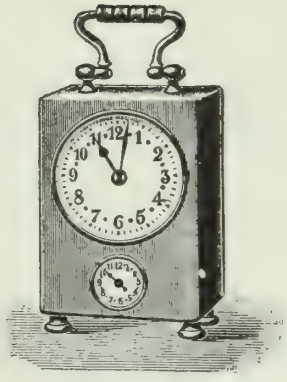
And this is the time to consider the question. You will be taking stock almost immediately. Every wise merchant takes stock just after the turn of the vear. Don't count your unsaleable stock as an asset. Don't fool yourself that way. But it may count as a good asset if sent here to be re-dyed and finished.

For over thirty years we've been doing this kind of work for leading merchants all over Canada.

Write us.

R. PARKER & CO.,
DYERS AND FINISHERS
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Manufacturers of
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JOHN BING
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381 Fourth Avenue,
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"Rooster Brand"



Those who buy from us and those who don't—

Those who make the same lines we do and those who don't—

We wish all
A Happy and Prosperous
—1911—

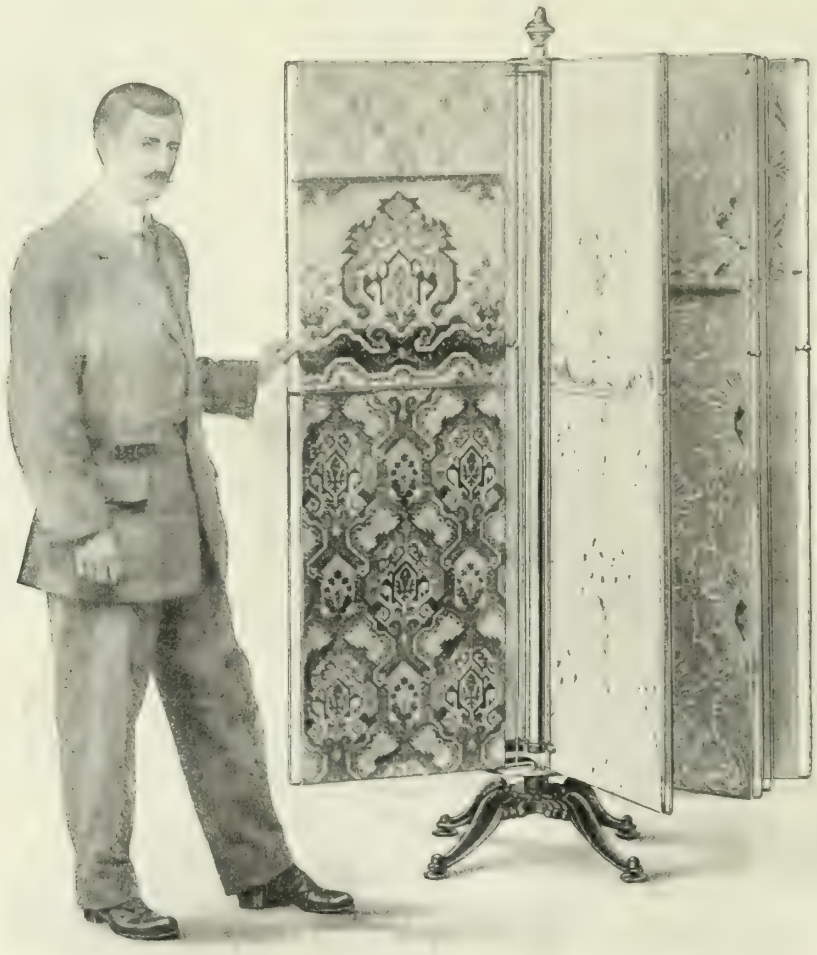
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Overalls	**Outing Trousers**	**Khaki Clothing**

Robert C. Wilkins Co., Limited
Montreal

"ONWARD"

Rotary Wall Paper Display Rack

Wall Paper Selling Made Easy.



An Ornament to any Store— Made of metal throughout with nickel-plated trimmings.

Price, $45.00 f.o.b. Berlin.

This is absolutely the most practical, most efficient wall paper display fixture ever offered the trade. With this device your customers can look through and select the samples without the assistance of a salesman, thus saving half the time of a salesman. Several customers may look over the leaves of the fixture at the same time. It is a pleasure to show the stock. Samples for a number of rooms can be lined up side by side, so that the customer can see just how they harmonize. Should they desire to examine the samples more closely, the racks can easily be removed from the centre discs, being made interchangeable. No pasting of samples is necessary Perfectly simple, nothing to get out of order. Racks are equipped with tape, ready to receive the samples. 100 samples may be shown on the rack at one time. These samples are easy to put on and easy to take off. Send for our circular—it's free.

MANUFACTURED BY

Onward Manufacturing Company

Berlin - - - Canada

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued semi-monthly | Office of Publication, 143-149 University Avenue, Toronto | January 4, 1911

A semi-monthly newspaper devoted to the Canadian dry goods and kindred trades.

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W. L. EDMONDS, Toronto - - VICE-PRESIDENT
A. B. CASWELL, Montreal - - MANAGING DIRECTOR

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One page	$600
" half page	360
" quarter page	200
" eighth page	120
" inch	60

Be Ready for Parcels Post Fight.

WITH the prospect that a complete parcels post system will be established in the United States during the present year, it is more than likely that large mail order houses on this side of the border will renew the agitation for a similar system in Canada. Retailers throughout the country, who must depend upon the development and retention of the local trade, must, therefore, be well prepared to combat such a movement.

In every quarter where individual and organized influence can be brought to bear, the urgency of their position must be so emphasized that, when the crucial time arrives, there will be no hedging, no side-stepping, no misunderstanding on the part of those who have the final word. The retailer must take steps to have his position unmistakably defined.

Not only does President Taft give encouragement to the request of the mail order concerns in the United States for such a service, but Postmaster-General Hitchcock, in his annual report, recommends a limited parcels post for the rural free delivery routes. From this point he forsees a general parcels post, and as a preliminary step in its development he is asking Congress to authorize the delivery on rural routes of parcels weighing as high as eleven pounds, the weight limit for the international parcels post. It is maintained that this form of service can be conducted with little, if any, additional expense to the Government, as carriers already have the necessary equipment in horses and wagons.

Drygoodsmen have already demonstrated their fighting ability on this question, and as a result several previous measures have either been defeated or postponed. A few years ago they were about to be handed a gold brick in the form of a proposition to establish a parcels post over the local rural mail routes, parcels to be accepted only from merchants in the districts served. The country retailers saw, however, that the bill was equivalent to an invitation to the mail order houses to charge unfair discrimination, and pressure would immediately be brought to bear to have the law amended to allow the acceptance of parcels from mail order houses in the large cities.

Postmaster-General Lemieux is on record as favoring not only a parcels post, but a C.O.D. parcels post. The stand taken by wholesalers and manufacturers, in the fight which must come sooner or later, will be an important factor. By agreement with a measure which would endanger the interests of hundreds of their customers throughout the country, they would not only endanger the success of their own mercantile effort, but purchase the prosperity of the larger cities at the expense of the smaller centres of population.

An attitude of indifference by those who should be vigorously assertive will greatly assist the mail order houses in the agitation. It is not a fight in which the country retailers should have to stand alone. Upon his success depends, in great measure, the success of the manufacturer and wholesale distributor.

It is not likely that there will be a fight on the question until the revised express rate tariffs are announced, following the order of the Railway Commission, or until the parcels post measure in the United States comes into being. But the mail order houses will undoubtedly be well prepared.

Trade Papers Win Out.

TORONTO assessed the MacLean Publishing Co. as a business concern at 60 per cent., claiming that the Assessment Act applied to daily newspapers only, and that trade papers were not newspapers because they did not give general news.

The MacLean Co. at once entered an appeal on the ground that trade papers were newspapers within the meaning of the Ontario Assessment Act; they were specialized newspapers, being in the same class as the country weeklies in furnishing exclusive news for their class of readers. It was shown that the best country weeklies devoted themselves entirely to their own field, that they gave no general news whatever, and the *Freeholder,* Cornwall, published by the first vice-president of the Canadian Press Association, was produced as a type of the modern country paper.

The matter came before Judge Winchester, who very promptly decided, on looking over the MacLean Company's various publications, that they were clearly newspapers, in that they gave most important political, trade and general news of interest to a very important class in the country.

Questioned by the Judge, the official representing the city, admitted that society, religious and similar publications were newspapers, but argued if a publication gave news to business men it could not be a newspaper. The absurdity of the argument was so apparent that the Judge stopped him, telling him in effect that there was no use of his going on; that news that interested merchants and manufacturers was news as much as any other class of news, and of a higher value.

This is apparently the climax of a fight against trade newspapers that has been going on for some years, openly instigated by certain big dailies, supported by leading mail-order houses. The latter argue that trade newspapers are demonstrating to merchants in other cities and towns that advertising in their own local dailies and weeklies and improvement in their business methods will bring them as much up-to-date as the big city stores. The people are being educated by the advertising in the smaller dailies and weeklies to buy at home and they do not respond to the advertising in the big dailies as they used to.

For years they tried to get the post office to impose a higher rate of postage and to harrass them in other ways; but Parliament is legislating for all Canada and not for Toronto, and the secret influences at work in the department came to naught.

Are You a Good Swallower?

CASES in which the customer's colossal nerve stands out like a brass band in a quiet home, often confront the merchant and while, invariably, he would like to fan the offensive person with a club, he sometimes, as a matter of policy, considers it wise to keep on swallowing.

A woman entered a country store with her little boy, a few days ago, and asked to be shown some overcoats. The merchant promptly waited upon her and fitted coat after coat on the boy. It was noticed that the woman paid more particular attention to the fit of the coat than the material. When the right size was found, she very innocently asked the merchant to tell her what size it was, and on receiving the information did not appear to hesitate in stating that she wanted to send to the city for a coat for the boy, but did not know the exact size.

What the merchant said or did is not on record, but it appears that he would have not been at a loss for a reply had he taken the precaution to have Toronto catalogue prices at his fingers' ends and to have emphasized by comparison any advantages that existed in his own value. In such a case as this, it would appear that the merchant has nothing to lose by tactfully introducing a little talk upon the desirability of loyalty from townspeople wherever it is seemingly evident that nothing is to be gained by sending money out of town.

Where there is any great margin in favor of the mail order house, however, an appeal to loyalty is like an attempt to tote water in a sieve. This is where it becomes important that the merchant should be up in mail order prices. When margins are great in favor of the latter, he should put forth every effort to have them reduced. Very often he can so conduct his buying as to offset the advantage held by the mail order houses.

Not long ago a merchant in a small town was asked by a customer for a loan of $5 for a few days. He handed over the money, and while in the post office a few minutes afterwards, picked up the information that the customer had just sent a five-dollar order off to Toronto. And a merciless fate rubbed it in a little later on when he discovered that the family had left town without paying back the loan.

In the light of cases such as this, merchants, who feel that they have to tolerate much, would be justified in asking themselves, whenever they see a doubtful customer enter, "Is this going to be a touch, a stand-off or a sale?" Then there are some men whose wishbone is located where their backbone ought to be.

Library Voting Contests.

RETAIL merchants throughout the country are sometimes asked to contribute to propositions which, unfortunately, do not turn out as profitably as promised. Scheme after scheme is put across every year by smooth promoters, who are entire strangers, and who get away with considerable money for which the merchant receives little if any return.

At the present time merchants are warning each other to beware of the "Library Voting Contest." An agent canvasses a town for 25 or 30 merchants to subscribe about thirty dollars each for which they are given small ballots that entitle the customer free of charge to mark for any church, institution or hospital that they wish. The promoters give two bookcases, or one, "according to the size of the town and amount subscribed," comprised of three sections, and containing from 100 to 150 miscellaneous books. This bookcase and books are to go at a certain time to the winning institution with the highest number of ballots. The total cost of bookcases and books would be to the promoters from $75 to $100, leaving a net profit of say $500 on a week's work.

The scheme appears to be in violation of the Trading Stamp Act of 1901, but still merchants are putting in their good money, and the promoters are getting away with it.

Added to his advertising appropriation, the amounts contributed to these schemes would give the merchants vastly better returns.





WHICH STREET WOULD YOU CHOOSE?

A little store on Busy Street is worth a whole block on Nobiz Avenue!

The two streets are just alike—*except* the women shop on one street, and don't on the other. You know the difference! You've got to get in the market if you want to sell goods—no matter how cheap the rent is around the corner.

The Ladies' Home Journal is the one publication that every American woman knows. In your own town to-day you'll find twice as many women reading the Journal as read any other magazine. When you get Ladies' Home Journal Patterns, therefore, you get right in on the "Busy Street" of patterns! You don't have to introduce the line—your customers know them already. Hundreds of Merchants will tell you that the name "Ladies' Home Journal" itself brings trade to the store—not only the big trade but the best trade.

Have You Ever Contributed to Fake Advertising Schemes?

Winnipeg Merchants Have, and Now There is a Protection Committee — Cases Where Strangers Walked Away With the Cash and the Advertiser Never Saw His Medium — All Propositions Must be Passed Upon

Staff Correspondence.

Winnipeg, Jan. 2.

FOR many years the merchants and business men of Winnipeg have been annoyed with advertising schemes of questionable character. The city has a reputation for liberal advertising, and it, therefore, forms an inviting field for unscrupulous advertising solicitors. There are expert advertising men who go from city to city exploiting some attractive advertising scheme, which handsomely remunerates the promoter, but unfortunately does not bring the advertiser any returns. Within the city there are also many propositions concocted which may or may not be fake schemes but which are worthless as methods of creating business. A fake scheme is one promoted by one who is at heart a fakir and has no intention of giving value for value. There are many other propositions introduced which may be perfectly honest, but whose medium may be as worthless as that of the fakir.

Merchants Contributed $1,500 to This.

The first real interest which was aroused in Winnipeg against fake advertising schemes resulted from a most cleverly worked proposition by a specialist at the business about two years ago. He came to the city during a railway men's convention which was being held here, and of course much interest was taken in the scheme by local merchants who, naturally, catered for trade from the delegates.

The first morning of the convention a man who claimed he was a railway engineer started canvassing advertising for a railway man's magazine, which was to contain a report of the convention, and circulated into thousands of hands. The proposition had a beautiful setting, and the smooth solicitor won almost every case, collecting at the time the major part of the space purchased by each advertiser. When he had completed two days hard work in the city he was gone, and of course no magazine ever appeared. It is estimated that about $1,500 was taken out of the city by this artist. After this glaring incident, the merchants began to wake up. They came to see that they had paid out money for other advertising propositions, perhaps not so large, but for which they had not even seen the medium. They had purchased space on guides, programs, church calendars, and amusement cards that they had never seen and it occured to them that perhaps some of these mediums were never printed.

Advertising Club Takes Action.

About this time the retail merchants were organized. One of the first grievances introduced to the association by a member was the annoyances and abuses of advertising schemes. An advertising committee was not appointed, but the executive of the association was given the task of dealing with the matter with the result that nothing was done. At a meeting of the association a local merchant who gave an address on advertising and recounted the many fake and foolhardy schemes that were being perpetrated, suggested that a protective committee be formed to pass on all advertising propositions brought to the attention of the memberes of the association.

The suggestion was not acted upon, and merchants continued to be victimized by unprofitable advertising schemes. Perhaps a reason why the merchants did not make a success in ruling advertising propositions, is that they did not have the competence within their ranks for this peculiar task. The grievances, however, did not abate, but rather increased, until the Advertising Club of the city has taken action to curtail what is termed on every side, a growing evil. The club is composed of business men, including publishers, and advertising solicitors, and they have set out to accomplish what the retail merchants evidently could not do. At a recent meeting of the club, a Protection Committee was formed as the result of a resolution, submitted by the executive, which required that before any proposition would be considered it must have the approval of the protection committee of the Winnipeg Advertising Club. It is the duty of this committee to look carefully into the merits of the proposition, and if worthy, to issue a permit to the agent, to be recognized by advertisers who are members of the club.

Merchant Needs Education

The representative from the Retail Merchants' Association, W. T. Devlin, is very much in sympathy with the movement, and is anxious that all merchants should come under the protection of the committee, in order to safeguard the trade against useless expenditure. In referring to this matter he said:

"Every merchant is in need of education regarding his advertising policy. We cannot all be expected to be experts on advertising, and when a proposition is submitted to us we may think it excellent, when an expert advertiser could show us that the thing was worthless as a method of getting business."

There is no question but that the Advertising Club will do much to better the condition of the merchants regarding advertising.

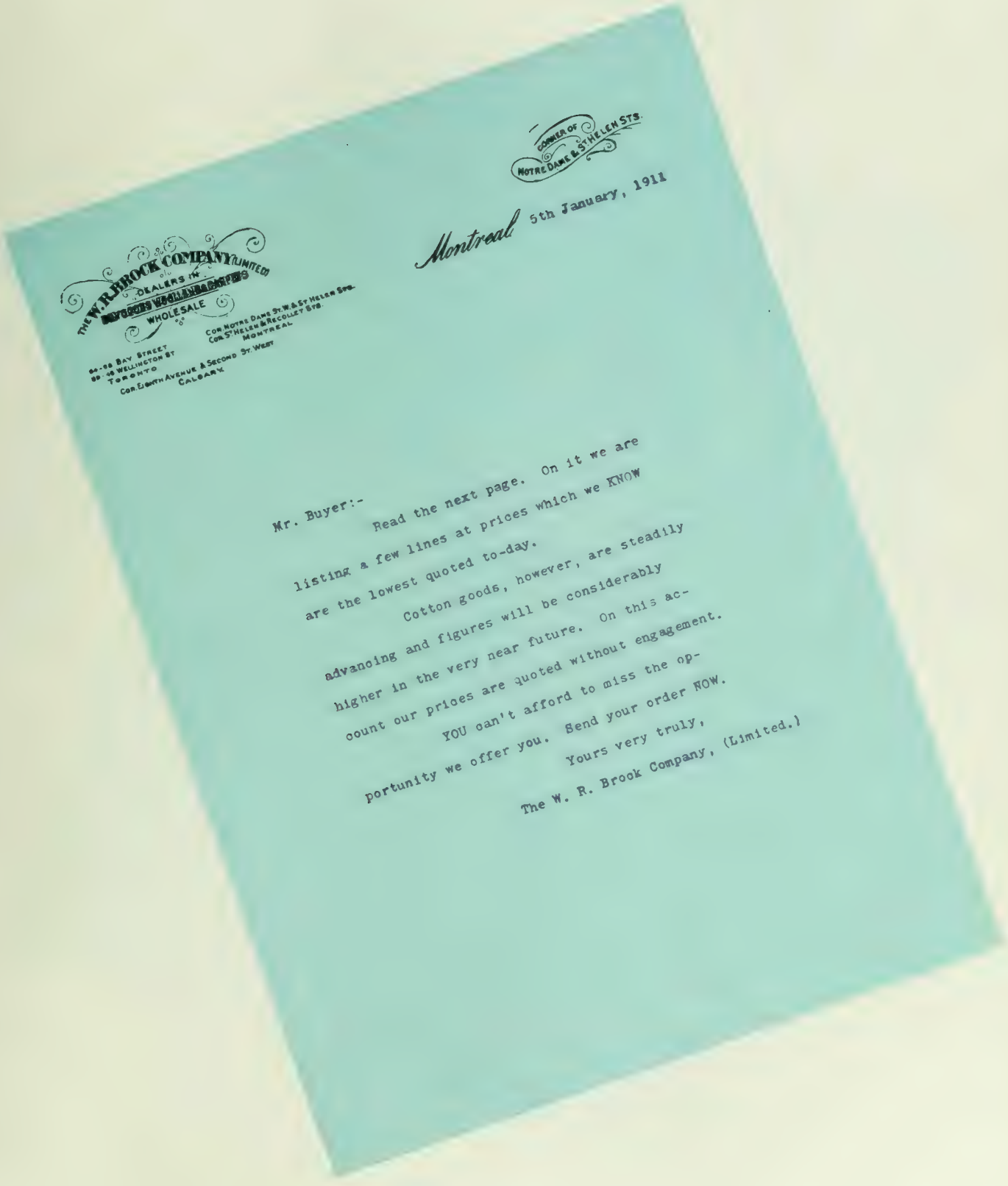
At any rate, the protection committee furnishes an excuse to the merchants to reject questionable propositions. At present much money is given away practically as donations, but the merchants should draw the line between the giving of gifts, and the purchasing of unprofitable advertising space.

Getting the Merchant's Money.

Not long ago a fake scheme was worked on a few local merchants, when an outside expert came in and purchased for advertising purposes a page in a local paper, to be used on a certain date about a week in advance. The promoter divided the page into about twenty blocks, and set about to sell the blocks to twenty different merchants. He said he represented the paper, and that helped him to get his business. He accomplished his purpose, and left the city a few hundred dollars to the good.

During the past Summer a lady succeeded in collecting a large sum of money from local merchants, chiefly dry goods dealers, and gents.' furnishers. Her medium of publicity was a beautiful calendar, of which she carried a sample. Money was collected on all contracts, but the calendars never appeared.

These are instances which have occurred, and are occurring, which go to show the conception of advertising among a large percentage of merchants is very crude, and advertisers in Winnipeg are only beginning to make what will ultimately be a radical change in the matter of advertising.



THE W. R. BROCK COMPANY LIMITED
DEALERS IN
DRY GOODS
WHOLESALE
Cor. Notre Dame St. W. & St. Helen Sts.
Cor. St. Helen & Recollet Sts.
MONTREAL
50-56 Bay Street
52-58 Wellington St
TORONTO
Cor. Eighth Avenue & Second St. West
CALGARY

CORNER OF NOTRE DAME & ST. HELEN STS.

Montreal 5th January, 1911

Mr. Buyer:-

Read the next page. On it we are listing a few lines at prices which we KNOW are the lowest quoted to-day.

Cotton goods, however, are steadily advancing and figures will be considerably higher in the very near future. On this account our prices are quoted without engagement. YOU can't afford to miss the opportunity we offer you. Send your order NOW.

Yours very truly,

The W. R. Brook Company, (Limited.)



THE W. R. BROCK COMPANY (LIMITED)
DEALERS IN
DRY GOODS WOOLLENS & CARPETS
WHOLESALE
68-88 Bay Street
30-38 Wellington St
Toronto
Cor Eighth Avenue & Second St West
Calgary.
Cor Notre Dame St. W & St. Helen Sts.
Cor St. Helen & Recollet Sts
Montreal

Corner of Notre Dame & St. Helen Sts

Montreal 5th January, 1911

You can buy these lines with the assurance that no one can touch them at the prices.

It's a strong assertion, but easily proven. Send for samples.

GFX 33/4" Grey cotton . . . 5½¢ yd.
GFK 36" " " . . . 8 "

"Shamrock" fancy cotton suitings at 11½ to 15½¢ yd.
"Lion" 70" Unbleached damask tabling 32½¢ yd.

JW1 Shepherds check dress goods . 17½¢ "
JP22 50" Broadcloth - all colours . 1.00 "

"Our Special" Spotted muslin - five patterns of 40 yards each to the bundle . . . . 7½¢ "

LC1 Irish point lace Dutch collar . 2.25 doz.

"Peerless" 11/4 white honeycomb hemmed quilts . . . . 1.00 each.

316 Nottingham lace curtains 60# x 3 yards . . . . 1.10 pair.

K8 Children's gingham dresses ages 2 to 8 . . . . 12.00 doz.

K364 White lawn embroidered blouse new three quarter sleeve . 9.00 "

306 Mens' blk. plain cashmere hose 2.00 "
700 Ladies' and children's black plain cashmere hose at $2.25 for large sizes.

Space forbids the enumeration of all we can offer.

The W. R. Brock Company, (Limited.)



THE W. P. BROCK COMPANY (LIMITED)
DEALERS IN
DRY GOODS WOOLLENS & TAILORS' TRIMMINGS
WHOLESALE
Cor Notre Dame St W & St Helen Sts.
Cor St Helen & Recollet Sts
MONTREAL
84-86 Bay Street
88-98 Wellington St
TORONTO
Cor Eighth Avenue & Second St West
CALGARY

CORNER OF NOTRE DAME & ST HELEN STS.

Montreal 5th January, 1911.

Mr. Merchant:-

After all, it's good service that ocunts - the ability to get what you want when you want it.

We point, with pride, to the fact that our customers are among the most successful merchants in Canada, and their ability to get goods needed, immediately, is certainly an important cause of that success.

Let's prove to you that "when you want a thing and want it quick" you need only give us the order.

Yours very truly,

The W. P. Brock Company, (Limited.)

BATTING

NORTH STAR, CRESCENT AND PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

Order of your Wholesaler.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181-183 McGill St. - - - MONTREAL

James Stanbury & Co., Toronto

ALL

"THE BEST PEOPLE"

IN THE TRADE ARE ORDERING

ABEL MORRALL'S

"BAYONET" POINT

HAT-PINS

STOCKED BY ALL LEADING JOBBERS



The sort of Rugs your customers will fully appreciate when travelling by land or sea—

Caldwell's

Canadian-made

Steamer and Auto

RUGS

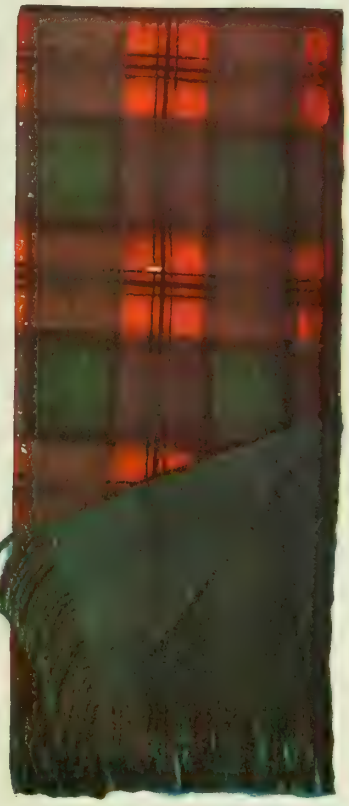
These high-grade, quick-selling rugs are made in four qualities and thirty different attractive colors in Clan Tartans and fancy patterns.

Like the entire Caldwell output of Dress Goods, Suitings and White and Colored Blankets, these rugs are one hundred per cent. pure wool, fast-dyed by the same process and dyestuffs as used in the foremost British Woolen Mills. No rugs made anywhere in the world can excel them in any respect.

Quality for Quality, Caldwell's Canadian Woolens are the cheapest on the market. It will pay you to push them—better profits and fully satisfied customers. : : : :

BOYD CALDWELL & CO., LIMITED

Lanark, - Ontario



100%

Pure Wool



Please mention The Review to Advertisers and Their Travelers.

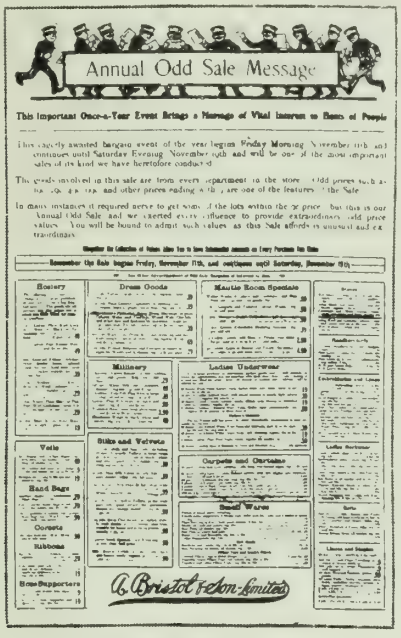
MEN & METHODS

Special Sale Idea in Picton

Goods Bought All Through the Year for the Annual Odd Sale Which is Widely Advertised.

SPECIAL buying in the Old Country and by making a trip to Toronto for the same purpose, Bristol & Sons, of Picton, are able to present some striking values at their annual odd sale held in the middle of November. Goods are priced, as the name indicates at 19, 49, or 99 cents, and several days are devoted to their complete clearance. This sale has a double value. Not only can it be made profitable in itself by judicious buying of lines which, even when greatly reduced, yield a profit, but it serves as a fetching advertisement to the store.

It is very desirable to use the dull time between Fall buying and the Christmas rush, which comes later in towns than in great centres, to clear out oddments and



Well arranged circular issued by A. Bristol & Son, Picton, to advertise a yearly bargain event

work off extra goods. The first showing of holiday specials begins exactly one month before Christmas. Before that time, the merchant has been finding sensational sales good for the keeping up of public interest.

A large bill or circular is issued to herald the odd sale. Goods are grouped under special prices, all plainly printed in large type. A supplemental bill of clothing items for men is is added, the size and type being some what less striking. These bills are posted at crossings throughout the country, but more specially delivered at farm houses by small boys who act as messengers for the time being.

Townspeople are more easily reached, and what with bills and weekly papers no difficulty is experienced. On the Saturday during the sale, nearly 2,000 people were waited on in the store, a most remarkable showing for a town of the size of Picton, demonstrating what the right prices and the right method of advertising them can do. Scarce a line but was cleared out completely.

By such means as these Picton merchants find little difficulty in holding their own with the mail-order trade. In some cases, business has trebled during the last ten or fifteen years. The truth is that where conditions tend to make a well-to-do population, people become more particular in their buying. They do not care to take a "pig in a poke" from a mail order house, no matter how celebrated. This fact enables the merchant to expand into a department store which would do credit to the city. Bristol & Sons are a case in point. Not only are the windows large, handsome and admirably situated, but the interior is beautifully finished, commodious, laid out on the square plan and thoroughly departmentalized both on first and second floors.

Policy of Expansion Paid

Old Established Firm Still Young in Enterprise —Founded in 1830, Has Seen Many Improvements.

On the site of the present court house in Cobourg, a log cabin contained the stock in trade of a pioneer merchant in 1830. His grandsons now do business opposite in an up-to-date department store. It is nearly 80 years since the founder of the present firm of Field and Bros. came out from Devonshire, Eng., to start business, and since then his sons and grandsons have moved from one store to another, always improving, till they finally settled on the present location.

On the second site the firm were burnt out, and in re-building made great additions to their space. Unprogressive fellow townsmen were loud in their disapprobation, yet the event proved the wisdom of the proceeding. This is not the first instance where men have been called "crazy" for the very ideals which ultimately made success.

Field and Bros. are now doing business in a store which is laid out on the modern department plan. It's interior is one of the finest in Ontario, a particularly attractive feature being the oak staircase of ample size and handsome colonial design leading upstairs to the fur and cloak department. The third story is entirely devoted to reserve stock.

In order to make provision for further growth, the firm have recently acquired the lot immediately behind the present premises, having egress on another street. This, in time, may mean a double entrance. They have also fifteen feet to one side of their present building to allow of lateral expansion, a point only too often neglected by the merchant. This becomes of special importance

where men's goods are kept, as it is much better when they have a separate place allotted them.

In some lines, this store like many others of its kind, is actually underselling the Toronto stores. There are several ways of accounting for this. Enormous bargains in special lines mean the putting up of staples, so that sometimes a fashionable and costly material is cheaper in the towns than in the city. Again, large city stores pay heavily for repeat orders so that while they frequently do put out lines at greatly reduced prices, even below cost, to clear, yet on the whole a year's trading in town proves quite as cheap as a year's in the city.

Again, there is great room for the exercise of choice on the part of the merchant in buying his stock. This passes almost invariably under his and no other eye, and in many cases he is enabled to secure snaps of surprising values. An instance of this is the annual sale of mill seconds by Field and Bros. These are mostly of Irish linen, bought from the manufacturer and retailing at the regular wholesale price owing to some slight flaw.

In regular lines, linens are a particularly good stock, especially at this time of year, and the greatest diversity is found along with the highest quality. Country and town trade is found to take a much greater proportion of high-class linens "per capita" than does the city trade.

Cobourg merchants reap a rich harvest in the above line during the American summer invasion. Canadian linens being greatly preferred, and in many cases the finest of handkerchief qualities being sold for underwear.

Show Cases Pay Their Way

Good Arrangement of Cases and "Silent Salesmen" Render Store Very Pleasing to the Eye.

The silent salesman and the counter show-case are great helps in merchandizing. When used in a large, well laid out store their value is even enhanced, and the general appearance considerably improved. An example is Sam Clarke's store, Cobourg.

Entering the store, the customer is face to face with a silent salesman filled with fancy hair ornaments and notions. On the top are piled hundreds of samples of dress goods, any of which can be obtained for a customer at twenty-four hours' notice, giving as wide a range of choice as any metropolitan house can claim. From the front, half way to the back of the store, both sides of the central circle are provided with continuous show-cases, on the right hand containing veilings, scarves and gloves, then ribbons, then collars (working towards the back), with a high-grade pattern book on top of the case prominently shown. On the left hand, dressy shoes and footwear novelties are displayed in a large case, the shoe department being directly opposite.

A pair of well-placed aisle tables supplement the dress goods department on the right of the store, and are used for staples and for bargains on special days. The shoe section on the left hand side shows sensible division between the women's part toward the front of the store, and the men's, well in the rear. The staircase leading up to the ready-made department divides them. Well-known brands of shoes are carried, and the window in front of this section is devoted entirely to shoe display.

The entrance to men's furnishings is on the other side of the store, half way down the staples, and the men's goods occupy a long narrow store, quite separate with street entrance and window of its own. A particularly clever display method takes from the appearance of length while not materially subtracting from the breadth of the place.

Opposite the usual counters and show-cases, and running almost the full length of the partition wall, is a shelf about four or five feet from the floor, and projecting a little over one foot from the wall. Half way down the length of the store it is broken by a fine, large mirror.

This shelf is loaded with hats and has handsome suitings draped over blocks at intervals. When one considers how bare the wall might otherwise appear, and how regular show-cases would block the aisle, the cleverness of this device is apparent.

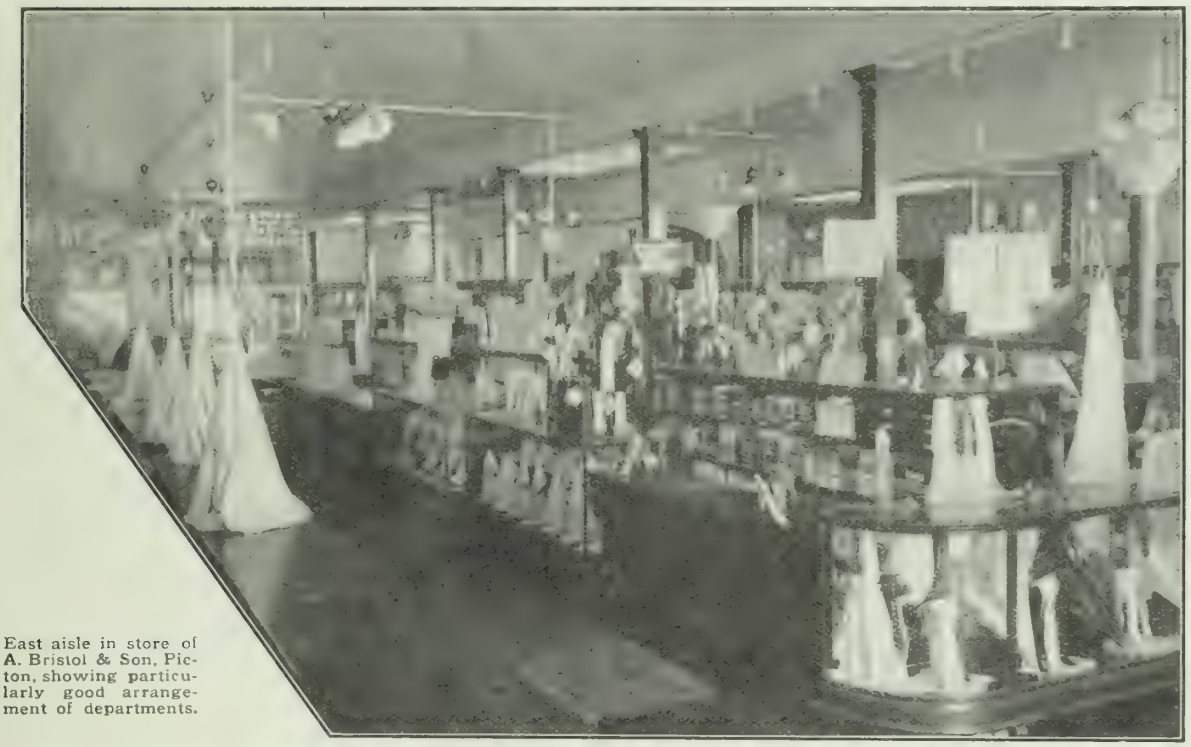


Interior of the Field & Bro. store, Cobourg. A particularly good effect is obtained by arranged series of display cases in the centre and at right angles to the side counters.

Ground Floor in 3 Sections

Good Results From Separating Staples and Men's and Women's Readymades.

Situated on a principal corner in the centre of the town, the store of John Wickett & Son, Port Hope, has a good arrangement for attracting customers. It is divided into three sections, each having display windows and door on the main street. The corner section contains staple goods and all dress accessories, etc. The middle section, opening into the first by a small archway, has the ladies' ready-to-wear garments. The third part, similarly connected with the second, has men's furnishings. It is found that the man customer in a town of this sort is sometimes chary of entering a store where he is compelled to select all and sundry articles of clothing under the eye of the eternal feminine. The above arrangement affords great facility for both sexes for trying-on undistrubed, and is one of the factors of the fine success of this store.



East aisle in store of A. Bristol & Son, Picton, showing particularly good arrangement of departments.

Meeting Mail Order Competition.

Much is heard of mail-order competition, but Mr. Wickett, the senior partner, declares this largely due to lack of appreciation of the town merchant as to what methods should be used.

"Let the smaller merchant," said he, "paddle his own canoe, ignoring competition but trying to find out what his customers want, and giving it to them. He has the advantage of knowing their needs better, and of being able to study local conditions. It is impossible for him to have the variety of the large store, but nothing prevents him from carrying first-class, practical goods at right prices. Advertising freely pays well, and so also does the keeping of the windows well trimmed and the store neat and clean."

By studying the trade, a merchant can learn to take what is strong from each manufacturer, and he will often find great demand for strictly high-class goods. One point to be observed is the keeping to one class of goods at a time in display windows, as too great a mixture confirms the popular prejudice as to want of variety in any one line at home as compared to the city, and gives the impression of the country "general store" rather than the establishment systemized along modern lines.

Making a Difficult Sale

"Staying With" the Customer Proved Worth While, in Spite of Odds — Tact and Patience Won Out.

A typical instance of how the customer may be won over by the right kind of persistency occurred at Dion's, Men's Furnishing Store, Trenton.

Saturday, being market day, draws a large out-of-town trade. Farmers flock in, and receipts go up for the merchant. These people form a clientele well worth while. They pay cash, and as a rule are not specially difficult to serve. The case in point, however, was an exception.

With the holiday season not far away, the shop was unusually crowded when a burly agriculturalist made his way forward. He wanted a coon coat, wanted it good and cheap and at once. He was taken into the back of the store where they are kept, and where mirrors and general fitting conveniences are to be found. He was shown coat after coat, but there was always something wanting.

He explained to the salesman that a friend had told him before he came to beware of ehe dyed coon coat, that the stripes were put in in this way, the color running and fading and the fur rotting and dropping off wherever so treated. He therefore demanded the best quality of coat for his money, which fell just five dollars short of the price.

The salesman was in a quandary. If he gave the desired three-year guarantee on an inferior coat, and further guaranteed it not dyed, he might be called upon to replace it. He did not feel certain that he could take affidavit on the spot that even the best had not been touched up a little, this question never having been

brought up before by a customer. What he knew was that the coats were by an excellent maker and that there had never been any complaints.

Meantime, other customers came and went, and the salesman naturally felt the greatest uneasiness lest he be losing custom while busied with a possible failure. There was not a moment when he could not have been waiting on someone else. His fellow clerks thought he was going to lose the sale and several times "tipped him the wink" to drop the man and let him go.

In this dilemma, a bright idea came to him. He pulled out a coat hitherto not examined, and luckily it fitted. It was one of the best coats in the house, and the salesman took the bull by the horns, absolutely guaranteeing that the color would not run nor the hair rot out. Then he discoursed learnedly on its points, the farmer being totally ignorant of anything save the warning which he had received. The question of price was finally compromised, the salesman reducing it by $2. He could well have dropped $5, but he knew that the customer would have doubted his good faith had he done so, and so stuck out for the difference. At 4.30 p.m. the man walked out of the store with his coat, and the salesman felt that he had never done a better afternoon's work in his life. It had been touch and go, but tact and patience won out.

Superior Class of Salespeople

A Merchant Should Use Sufficient Liberality to Attract and Retain the Better Class of Salespeople—A Policy that Pays.

The personnel of the staff of a store is always an important feature, but specially so in towns where everyone knows everyone else, at least by sight. It is frequently the case in such places that the store is rated as to class according to the general tone of its employes, and people trade there accordingly.

Hence it ceases to be an ethical and becomes a very practical proposition to secure the best possible service, not infrequently young ladies of good connection take employment as clerks, bringing a personal clientele with them.

Barry & Co., Trenton, believe in the policy of retaining an efficient clerk as long as possible. They are hard to get, and a few good ones are better than a larger number of ignoramuses. An employer, in the opinion of this firm, should observe the manner of a clerk when first engaged. People who lose patience quickly have no business behind the counter. They may have fine abilities in other respects, but are not fitted for retailing. They should be got rid of as quickly as possible.

In this as in other respects Barry & Co. are advocates of methods as up-to-date as possible. With this idea in view they are adding to their store a feature which ought to interest retailers.

The Rest Balcony.

Half way up to the second floor and in the rear of the store a good-sized balcony and landing is placed. Hitherto this has been used as an office, with a washroom opening off it, under the stairs. Quite a space is left, and this is now to be enlarged to make a rest room for customers. The young lady at the desk will have an eye on infants left here while busy mothers shop below. A table well supplied with periodicals and store literature, and comfortable chairs will be the chief additions. This gallery overlooks the whole store, thus giving the customer a chance to observe while she rests. The idea is certainly an admirable and thoroughly up-to-date one.

Handsome Window Best Ad.

Green Forms Good Background — Effects Should Not be Too Mixed — The Use of the Skylight.

The first essential of the well-dressed window is the background. Green velour is considered much the best by T. C. MacCallum & Son, of Cobourg. End mirrors add greatly to the appearance of their fine windows, and great care is taken in the keeping of everything in perfect order. Massed effects are avoided as quite spoiling the general appearance of things, careful selection and elegant draping of a few handsome lines in dress goods with gloves and accessories to match being preferred. At this time of year, good furs shown against suitings prove attractive, and furs are given a prominent place in the store. Sometimes a handsome hat close around $50 in price will form the centre of interest with a couple of full size models to help out, and rich furs of popular style.

This house makes a specialty of high-class hats, quite up to the minute in material and shape. Great demand for dress models is felt, and all high novelties, such as the suit-case hat, the renaissance turban and the Georgette, are featured. It is found that people are ready and glad to pay for the exclusive style ideas, as Cobourg has a particularly well-to-do population. Mostly trade comes in made-to-orders.

Year by year, concerns which have found insufficient demand in their locality for the cheaper variety of holiday novelty, and which do not care to stock up with other lines for temporary trade, are showing certain staple lines prominently in their place as special seasons approach.

Counters nearest the door are given over to gloves, fancy neckwear, ties and other accessories. Handkerchiefs play a large part, and so also do fancy linens, while hand bags are another leader for this purpose. Not only does this plan clear out staple lines, but it makes trade more brisk in every department and attracts custom. Very up-to-date goods were seen in this store along the above lines, competing on an equal basis, in point of quality and price, with large city stores.

One attractive feature of this store was a skylight just where it did most good, directly above the dress goods. Not only is such an arrangement like a guarantee of good faith to the purchaser, but it prevents the awkward carrying of goods to the front door, with the customer dragging after, and also tends to display handsome fabrics at their best.

Owes Much to Location

Store on Corner Avails Itself of Both Streets for Display Windows and Entrances

A particularly well-placed store is to be seen in Trenton. The main street of the town has its junction with a side street up which a great deal of traffic from the country comes on market days and special occasions. This crossing is not far from the heart of the town, and on one corner is situated the large store of Bigelow Bros.

Full advantage is taken of the natural features of the place. The store has windows on both streets, and where

the space is not fully occupied by windows, a large sign appears on the wall. These windows project from the rest of the store, being accessible in this way on three sides. They are frequently changed and kept well filled.

The store has four main entrances. One on the side street leads into the men's furnishing department, which is kept quite separate according to the most approved method. Another opens into the store at the wash goods department, linens, etc. A third gives on the staples and dress accessories, being located on the corner. The fourth door is on the main street, flanked by windows, and opens into the dress goods and fancy articles at the other end.

Owing to the special construction of the windows, the doors are set in, leaving an inviting wide portal.

Inside the store, several new and good display ideas are in operation. Dress trimmings are conveniently near the goods themselves, and samples are arranged in books so as to prevent the destruction by handling of this season's dainty accessories.

Between the corner door and the door on the main street, runs the dress goods and staples counter, and behind this counter a deep shelving holds the bolts of cloth. These are put in endwise, and the cardboard labeled plainly with the color, kind of goods, amount and price. This is a method which, wherever employed, saves the salesman considerable trouble.

Upstirs in the housefurnishing department curtains are displayed on a special hanger, samples of all those in stock being ready-hung, and easily drawn out for examination, in this way preventing the soiling and handling of regular stock over the ordinary display horse.

In the men's department, special show cases and silent salesmen are very freely used. The accessibility of stock is found to be a great factor in quick sales, and for the cheaper class of goods, large tables are in use.

Former Clerk, Now Owner

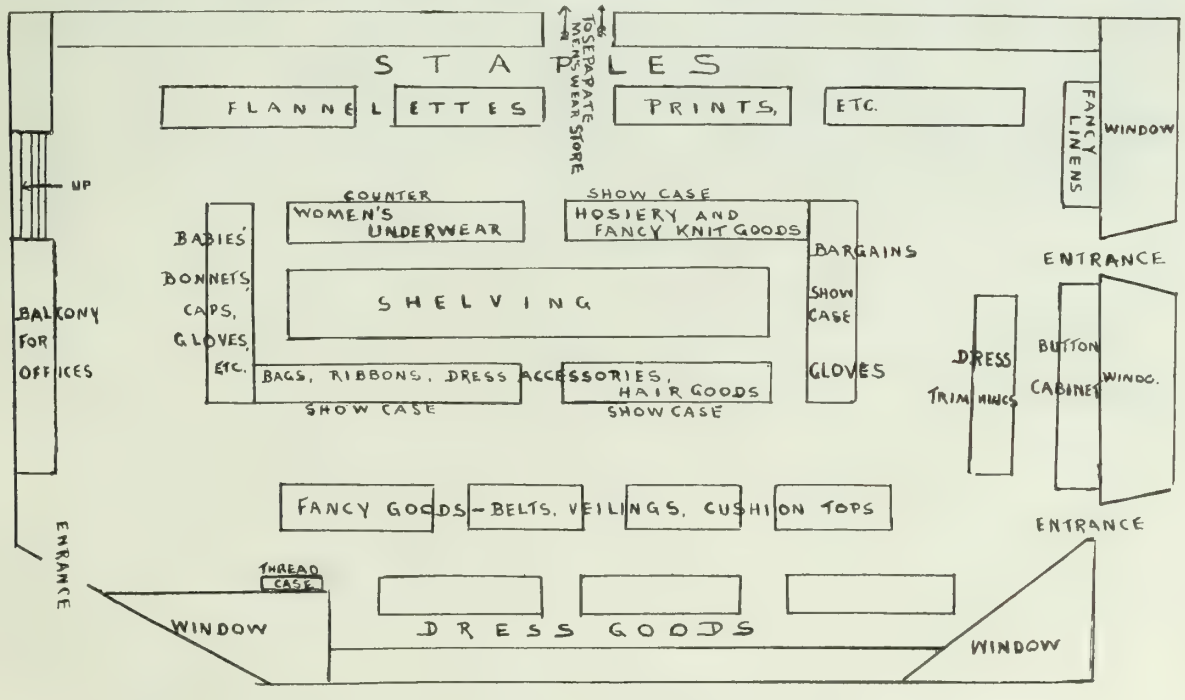
First Act on Coming Into Possession Was to Improve Appearance of Store.

Frequently a man who understands thoroughly the business end of his trade is inclined to save on the appearance of the shop. Especially is this the case if he has had long apprenticeship as a clerk or manager and is now investing his own money for the first time. Instead of falling into the amateur's mistake of outlay out of proportion to his capital, he grudges the necessary expenditure which can make a shop of very average size attractive.

A precisely opposite policy has been found successful in Picton, Ont. D. P. Boles, dry goods, recently came into the business of his former employer, the firm having been founded twenty-three years ago. One of the first things done was to enlarge and improve the windows, making them look thoroughly up-to-date. Photographs show the greatest possible difference in appearance, though no enlargement as to actual size has taken place. Old customers who have dealt with the firm for twenty years past are pleased with its appearance, and proud to acknowledge it as never before. Having got to know the trade during his clerkship, D. P. Boles can buy to suit his clientele to a nicety. Frequently the choice of the materials is passed on to him by the customer. In this respect he has an able assistant. Shortly after he acquired the business a few years ago, he added another valuable asset in a wife who is a thorough business woman. On her devolves the selection of goods for women who are unable to come themselves, and this she does in a way calculated to maintain the prestige of the house.

A great difference is observable between a town like Picton, which is chiefly farming, and one where large manufactories are located. In the former sort of place people have money to spend at the time when crops are sold, and mid-winter months are dull. On the other hand, manufacturing towns see great expenditure every Saturday night, Summer and Winter. On the whole, the trade, while often less profitable, is better distributed. Special attractions, as a consequence, are not so absolutely needful.

In spite of the fact of the above firm being an old-established one with a patronage which changes but little save to increase, nearly all business is done for cash, and here and all through this section little difficulty is felt



Floor plan Bigelow Bros.' store, Trenton, showing a rather unique arrangement of entrances and display windows. The store has the advantage of location on central corner.

from that bugbear of so many dealers, bad debts.

D. P. Boles declares that he owes his success to the principle that "self done is well done." He attends to every point of the business personally, opens his shop, oversees it, sells much of his goods and thoroughly directs his help. All important transactions pass under his own hand, and he keeps in touch with outside market conditions to the fullest extent possible.

Method of Clearing Out Stock

Discrimination in Buying Required Where People are Fastidious About Marked Down Goods.

In a town like Picton, in the heart of a rich farming district, the merchant must carefully gauge the taste of his clientele in his buying. Frequently he finds himself face to face with a problem which is peculiar to this class of place, and to it alone. He buys carefully as he may, but of course some goods remain unsold. Now, if he marks these down for quick clearance before stock-taking, as all will agree he should do, many customers will turn away from them because they are "out-of-date" or "too cheap." This is only imagination on the part of the customer, but it remains true. In large cities such goods as the above fall into the hands of so-called popular trade and are gladly snapped up by it, so that the merchant can unload in any case if he is willing to make the price right.

But in certain towns he cannot unload at any price, although the line of goods may have been an excellent seller till the season waned. People, in short, do not wish to be known as purchasing cheap stuff.

G. E. Fraser's Sons, of Picton, meet this problem by marking goods down as the season advances and clearing staple lines gradually wherever possible. When special sales are run, they are advertised in the newspaper and by billing the country round about.

When stock is taken on January 17th and following, all staple goods are marked at the firm's cost, and every possible loss covered in marking down. The principle is to make every year bear its own losses as nearly as possible.

In order to be sure that values are right and to carry a comprehensive stock, G. E. Fraser's Sons send a member of the firm to New York quite frequently and keep closely in touch with Toronto and Montreal. In putting out their new lines early in the season, they are thus enabled to give a great deal of news value in thier advertisements. Later on, it pays better to feature prices.

The firm have an extremely attractive and up-to-date store. A specialty is made of artistic window-trimming. At Thanksgiving time a window of sheaves and Autumn leaves, prize pumpkins and fruits, as a background for a display of linens, proved a strong drawing card.

Good Faith in Advertising

No Other Plan Leads to Anything but Disappointment and Lost Customers.

"Advertising is the thing," say Fulford Bros., of Port Hope, "but the man who advertises and does not keep faith with his ad. might as well throw money away. Exactitude is absolutely essential. Moreover, pointed advertising of certain goods, plainly described at a definite price has been found to pay. News value is also eagerly accepted by the public, and all merchants in this section agree to this."

This store has one price for everything, and does all business for cash, and cash only. There is no doubt in the minds of the owners that such a trade can be conducted successfully on this basis, and the appearance of the store confirms their contention, as trade is brisk. On the other hand, it must be remembered that few bad credit accounts are found in Port Hope stores, one merchant experiencing no loss for years in this way, and another having trouble only from floating domestic help, so that the town appears well-to-do, and where debts are easily collected, ready cash is also found.

The farmer is a welcome customer in such stores as



West aisle, store of A. Bristol & Son, Picton, showing men's furnishings. Note the use of display cases on either side

the above, as he pays ready money. Saturday, in consequence, is a brisk time, as the local market makes of it a splendid day for shopping.

The lay-out of this store is worth some description. Dress accessories and fancy goods, notions and toilet requisites face each other as one enters the store. A famous pattern book is on view with chair handy, and a wide range of patterns is kept. Further along are stockings on the one hand and staples on the other. To the right hand side and near the desk, placed well to the back of the store, an arch leads into a long narrow section devoted to hats. A fine feature of this section was its glassed-in wall wardrobes containing the hats and amply displaying them, and its good-sized mirrors.

On the second floor are the ready-made department and house-furnishings.

Hints About Stock-Taking

Make Every Year Bear Its Own Burdens, Says Experience.

"October and November are buying months for Spring trade," said J. F. Clark of J. F. Clark & Son, Port Hope, "and in February we take stock, consequently we know just what should be cleared out as deteriorating in value, and before stocktaking, we do it even at apparent loss. We never take stock at what the goods cost, but always at what they are worth, preferring an estimate too low to one too high. If goods have depreciated in style, their "intrinsic" value goes for little. Merchants should mark things down to selling value, ignoring the cost. Every year thus bears its own burdens. It is absurd, for instance, to take hats at regular value when the season is almost dead. This I conceive to be a very vital point in merchandizing.

"If you start the New Year with goods listed at what you can get for them, you have made a good beginning. Very useful in these clearance sales is the daily paper or the circular advertisement. Doubled space in the daily completely cleared out one stock of summer goods, and more than paid."

This store owes some of its up-to-dateness to the daily boat in summer passing between the Canadian and American sides. New York styles are in demand, and the clothes of American visitors are an object lesson to the townspeople which they are not slow to take. On the other hand, the Americans have considerable confidence in the quality of Canadian goods and buy very freely. Linens are in especial demand.

This time of the year brings seasonable demand for furs, and mink marmots, Alaska sables and Persian lamb sets are great favorites. Chief demand in ladies' fur-lined or trimmed coats is for numbers priced from $50 up. The fur-lined, rather than the all-fur, is a big seller. Many furs are now displayed from time to time in the windows and space is cleared for them prominently in the front of the store.

The Sales Person S.hould Kwon

"How can you expect a clerk to sell an article, the use of which she does not understand?" was the question propounded by the manufacturer of a novelty sold at the notion counter in ninety-nine out of a hundred dry goods stores.

Then he told this story: He was in a big dry goods store in Montreal, and went to the department in which the article he makes, is sold. Picking up one of his own manufacture he asked the girl who was behind the counter: "What are these things for?"

"I don't know, sir," was the reply.

"You don't know how they are used?"

"No, sir, but I think I can find out."

"Do you sell many of them?"

"No, not many."

"Well, I'd like to buy a set, if I knew what they were for."

"Very well, I'll go and inquire."

Then the amazed manufacturer said:—"Do you mean to tell me that you are a regular clerk in this department, and that you don't know what this article is, or what it's used for?"

The girl admitted it, and said no one had ever told her.

The article was a collar supporter.

The manufacturer very properly inquired from the head of that department how he expected his clerks to sell goods they knew so little about.

This is hardly a typical case. Yet, the fact that such a condition could possibly exist in any store, indicates that there is necessity for more careful training of retail clerks. A salesman or saleswoman should never be turned loose in a department to attempt to sell goods until he or she had given some indication of a knowledge of the goods in that department.

Getting Close to the People.

Permanent representation in the homes of the people of their district is the object of Corbett's Departmental Store, Brownsville, Ont., in issuing a well illustrated catalogue, 9x12 inches, containing 29 pages of well illustrated matter, descriptive of goods and values. The catalogue is twice as large as one issued for the Christmas season, 1909, and is twice as well arranged. Such a catalogue should constitute a solution or supplementary medium in the absence of any regular and efficient means of circulating merchandising information, and the increase in its size is the best proof of excellent results.

The fact that the mail order business from Westmoreland County, N.B., was larger during the past season than ever before is attributed to the very poor local postal service. It is pointed out that the hundreds of prosperous people along the line of railway who are compelled to go outside their immediate home community to get the articles they desire, can send to Montreal and receive their goods in less time than they can have letters delivered and receive goods from Moncton, the reason given being that the post office persists in holding up the mail all day in Moncton that should be sent out on the morning trains, as it is in all other towns and cities. This is a condition of affairs which should bring a most vigorous protest from merchants. The longer it is allowed to stand the more difficult will it to be to interest the people in advantages of home shopping.

The Canada Card & Weaving Co., Limited, Toronto, have been incorporated with $40,000 capital, to take over The Canada Card & Tassel Co., and carry on business as spinners, weavers, etc. The incorporators are E. G. Long, A. Mearns, and F. L. Whatley.

Enlarged Austin Store is Now Twelve Times Former Size

Main Floor Space in Chatham Establishment Increased to 25,000 Square Feet --- New Addition 105 by 20 Feet --- Salesman Cases Instead of Display Tables --- How the Insurance Rating was Improved --- Growth of 15 Years

THE formal opening of the recent large addition to the Charles Austin Company's dry goods store, Chatham, took place recently. In March last the Austin firm was converted into a joint stock company, Geo. A. Gray and Robert Killip, two of the oldest employes, joining with Mr. Austin, head of the old firm, to constitute the new company. The latter purchased the store immediately adjoining the building then occupied, and since then the two stores have been thrown into one.

The new addition is 105 x 20 feet, and brings the floor space occupied by the company up to 25,000 square feet. The old portion of the store has been remodelled to match the addition, the floors throughout being hardwood, while metallic ceilings have been put in. The addition gives the store two extra display windows. Outside, the windows are constructed of copper, with patent ventilating device keeping the windows clear in any weather; while the inside finishings are of bird's-eye maple polished and varnished in the natural wood. Silent salesmen are now used throughout the store, replacing the old display tables in the older portion.

The new addition is lighted by prisms in the day time and by the Tungsten electric system at night. On one side of the addition downstairs is the staples department and on the other the dress goods. The front part of the addition on the second floor is given up to the china department, formerly located on the third floor; while ready-to-wear goods are shown at the rear. The front ground floor section of the old store is now given entirely to the smallwares department.

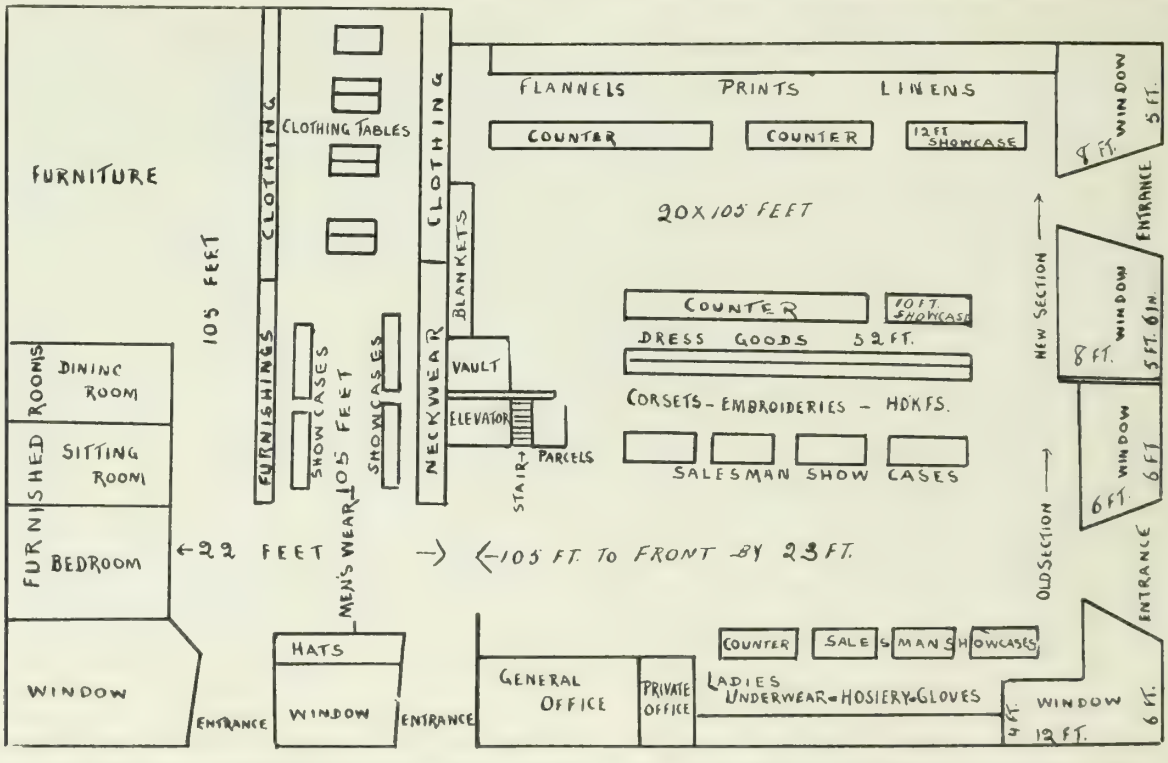
The two portions of the store are connected by means of two large archways on the ground floor and one on each of the upper floors. Fire proof doors are used, these being equipped with a metallic fuse which melts at a certain temperature, permitting the doors to automatically slide shut. With these added precautions against fire, the store, with its increased floor space, was able to secure a better insurance rate than before.

A modern cash carrier system is being installed, and the office much enlarged.

Eight Distinct Departments.

Fifteen years ago Mr. Austin started business in Chatham, with 1,600 square feet of floor space, and eight employes. Since he first moved into the present premises, 12 years ago, the store has reached out till now it occupies twelve times the floor space it did at first. The store employs 76 people on its permanent staff, and is divided into eight distinct departments, each having its own buyer, manager and sales people. In the new company Robert Killip, for many years cashier, is secretary-treasurer of the company; Geo. A. Gray, manager of the dress goods department, is vice-president; while Chas. Austin is president and general manager.

Coincident with the opening of the new addition was held the Fall millinery opening, a musical program being given in the evening. Later, a banquet was given the employes and their friends, to the number of 90, the tables being spread on third floor of the new addition, the supper being followed by a formal toast list in which the various department heads participated.



Main floor plan enlarged store Charles Austin Co., Chatham. The new addition is 20 x 105 feet, it is connected with former store by two archways, and has practically doubled the front window space. Note the furnished rooms as means of demonstration in furniture department.



Ground floor of new addition (20 x 105 feet) to Chas. Austin Co.'s store, Chatham. Wash goods on right; dress goods on left.



Old section Austin store (24 x 105 feet). Cut shows office at rear and entrance to clothing department.

Interesting Features in Winding Up the Year's Business

Stock-taking Time — Closing Up the Year's Books — Partnership and Joint Stock Companies — Are There Merchants Who Never Draw Any Definite Line Between Seasons or Periods?

By Howard R. Wellington.

IT is difficult to conceive of a merchant in these modern days carrying on a business without taking stock and closing his books at least once a year, and yet there are a large number of dealers who go on from year to year without drawing any definite line between seasons or periods with the idea of ascertaining their actual position.

Such a merchant is guided largely by his bank account, and the ability to meet his paper when due, but overlooks the fact that at certain seasons his stocks are heavy and at other seasons very little stock is carried, and that such conditions must be taken into consideration when ascertaining his gain or loss.

A Manufacturing Business.

In a manufacturing business a distinct division is made between the factory and warehouse or selling end. Each branch or department is kept entirely separate, the warehouse repurchasing department buying from the factory at a certain estimated cost.

Localize Your Profits or Losses.

In this way it can be readily ascertained whether this department of the business is paying or not. If the factory shows a loss, it is found necessary for the warehouse or purchasing department to allow the factory better cost prices, and consequently selling prices must be increased, or possibly factory expenses can be reduced so as to make up for the loss.

If, on the other hand, the factory shows a gain, cost prices may be reduced, and similarly, selling prices come down, and probably a larger business may be done on account of the lowered prices.

Why Should it Not Appeal to Merchants?

Now, if this applies to a manufacturing business and is so important, why should it not appeal to the up-to-date merchant who desires to know, first, what his net profits are, and second, what each department shows,—whether a gain or loss.

A simple, yet effective method is to departmentize the business. If the store is too small, divide your goods into a number of sections, such as ready-to-wear, dress goods boots and shoes, etc., and separate as much as possible in the store arrangement, marking each article when entering the selling price, the department letter as well.

An Illustration.

Apportion your expense, such as space occupied, salaries, light and heat, etc., over the area of store occupied, and when taking stock, list the various articles according to department letter. We then have a trading account as follows :—

Dept. A		
Stock, 1909	$ 5,000	
Purchases since	25,000	
Proportion of Expense	3,000	
Proportion of Salaries	2,000	
Sales		$30,000
Stock 1910		9,000
Profit Dept. A	4,000	
	$39,000	$39,000

One or two departments may show a loss, but in such a case it must be taken into consideration as to whether this department is essential or not, and if it is essential, it must be remembered that such department has borne its proportion of the general charges, and has in this way helped the other departments to this extent. Closing a set of books for a partnership and for a joint stock company, amount to about the same, so far as the preliminaries are concerned. The essential difference is in the treatment of the profit and loss account.

Partnership Profits.

In a partnership, the profits would be divided somewhat as follows :—

"A" Partner Capital Account	$15,450	
Transferred from Profit and Loss Ac.	1,500	
		$16,950
"B" Partner Capital Account	17,500	
Transferred from Profit and Loss Ac.	1,500	
		$19,000
"C" Partner Capital Account	16,500	
Transferred from Profit and Loss Ac.	1,500	
		$18,000
Total Net Worth		$53,950

Joint Stock Company Profits.

In a joint stock company, salaries would be paid the officers, such as president, secretary, etc., in somewhat the same way as the partners would draw a weekly allowance aside from their net profits at the end of the period.

The profit and loss account of a joint stock company would show as follows :—

By net profits from trading account		$ 4,500
To dividends at 6 per cent.	$ 3,000	
To reserve account	1,000	
To reserve for contingencies	500	
	$4,500	$4,500

By maintaining the equipment and plant account at its original purchase value and creating a contingency reserve for a number of years, there will be sufficient at the credit of this account to purchase a new plant.

J. N. Harvey, formerly of St. John, N.B., has taken over the business of Johnson, Kerfoot & Co., Vancouver, B.C.

Mrs. Harriet Hadcock, who opened the first millinery store in Chicago, died recently, aged 95. When she first went to that city in 1830 she raised vegetables on land where the city hall now stands.

The Fashion Dress and Waist Company, manufacturers of women's clothing and wearing apparel of all kinds, have been incorporated with $45,000 capital. Their head office is in Montreal and the incorporators are W. E. Boucher, H. Kieffer, H. and T. Lamontagne.

Giving an Actual Advertising Value to the Store Entrance

Interior Space in Front of the Door May Easily be Converted Into an Effective Display Window Instead of Being Black, Blank and Uninviting — Good Plan Adopted by Peterborough Store.

HOW many merchants make the best use of their store entrances for advertising purposes?

Does somebody rise to reply that while he does not step out of the way to develop door possibilities, he does think that a few people step into the entrance every night to catch a glimpse of goods on the nearest counters? Is there another who remarks that he covers his counters with cheese cloth every night and that blinds are pulled over the windows to a height that will only allow the nightwatchman to see that the place is free from burglars? Yes, there may be a man who will say that to burn gas in the store after the salespeople are gone is extravagance, and there may be some who have no faith in the advertising value of their windows after dark and save so much on their gas bill by economizing in advertising effort.



It does not take the trimmer many minutes to prepare these door trims. Everything is in readiness before the store closes. Good light is necessary in effective display.



Wall paper and ready-to-wear garment display placed inside the entrance of the A W. Cressman store, Peterborough, after closing at night.

Where it Has Paid.

As is the case with everything there are different viewpoints in regard to this window and door proposition. The country merchant who on opening a case of prints shortly before the store closed and piled the goods inside immediately opposite the entrance so that passers-by could size up the full range of patterns, adopted a plan which helped wonderfully in his special sale that week. In the same way the man who faked up a figure of Santa Claus, and posed him in the act of trimming a tree, directly in front of the entrance, had a swarm of worried children in to see him next day. Still another merchant, on a night preceding Easter, directed much attention by using a display of seasonable goods and a profusion of lilies inside the entrance of his store, to supplement the windows. It didn't take the trimmer long to do this and the lights were turned off after 11 o'clock. Still another man borrowed a lot of pumpkins, piled them in the form of a pyramid, surmounted it with a painting of the traditional meat bird, and used that as a background for a Thanksgiving display. The trimmer had it all planned before hand, and ten minutes after the store closed the display was in place. Another merchant conceived the idea of filling a table with attractive lines and this he placed inside the door under a good light every night. It generally sold the goods.

Where the stores are closed for the evening, merchants can certainly give their doors a display value. Some little scheme can generally be introduced which could not be used in the windows and the people can be educated to look for it.

Displays Every Evening.

This has been the experience of A. W. Cressman, Peterborough, and cuts are here given of two interior exhibits. The space immediately in front of the two main entrances are allotted each evening to an exhibit of the nattiest goods in the store. At 15 minutes of six each day, the trimmer's assistant has everything in readiness, consisting of rods suspended from the ceiling (these rods have hooks at both ends and are hung from ceiling hooks) five curtains of green velour fastened on rings and running on rods about six feet long, also a dark two-tone green Wilton rug made the exact size of the enclosure.

All Done in Fifteen Minutes.

It takes only a few minutes to hang the curtains on the rods, two on each side and one at the end, and the carpet is laid easily and quickly being rolled on a pole fastened to the far end. When the interior is finished it is entirely closed in by rich velour curtains six feet high, and with a beautiful carpet gives a rich effect.

Then the goods, whatever they may be, are displayed easily and simply, and lighted by the regular store system, one of the large lamps being immediately over each exhibit. The store doors are locked at 5.45, and the trimmer has his work done by 6 o'clock.

The idea is to show goods which for want of window space could not be shown. The effect after night is very fine and many people step into the doorway to view the display.

Direct Advertising.

Naturally there are those who may be inclined to criticize these displays because of the obstruction to a full view of the store. One critic insisted that the Cressman store lost advertising on this account. The answer was, How often do you step into this doorway, when not specially decorated, of an evening and view the displays on the counters, and remember what you saw any more than the general aspect? The critic admitted the point of the argument. The contention of the trimmer and ad. man of the Cressman store is that direct advertisiog is more effective than general. A fresh change every night—with new seasonable goods is bound to attract and bring direct results. This is a case where it has been proved beyond a doubt.

The interiors of the great majority of store entrances which are now black, blank and uninviting could be given a direct advertising value.

Tried Something Different

This Store Quit Fighting Competitor with Their Own Weapons, but Won Out in Another Way.

After fighting their competitors with their own weapon of expensive advertising, a store with only 22½ feet frontage, but 125,000 sq. feet of floor space in a city of considerable size decided to do something different, states The Lace and Embroidery Review. They cut their advertising appropriation down fully $10,000 in 12 months, ran only a casual quarter page announcement, with a full page space at rare intervals. They figured that they had been throwing away profits in advertising.

Their competitors thought they had White & Co. on the run, but the little business thrived and after a while acquired property which gave them a frontage larger by 200 per cent. With no advertising or show windows to speak of this prosperity was a puzzle. The store hummed with activity.

White & Co. had seen that their competitors had to advertise to bring customers down town and that Mrs. Shopper seldom contents herself with merely visiting the store whose advt. brought her out. Some women enjoy shopping quite as fully as they do the matinee. White & Co. knew that they would get their share, but were not content to remain the negative pole in the local circuit of trade. Their idea was to increase profits by both reducing operating expenses and increasing turnover. It was a double-barrel gun.

A pet idea was to feature occasionally unique "Surprise Events." One day it would be a series of "Hour Sales," specials offered in different departments at marked reductions in price during a restricted period, say, from twelve to one or from four to five, hours when the business tide is nominally at ebb. Another time it would be an "Employes' Profit Sharing Sale," in which each clerk received a certain per cent. for his or her sales for the day or week. Now and then, a "Dollar Day" was run off, every department displaying merchandise for $1 salable regularly at some slight margin above that mark.

White & Co.'s competitors knew nothing of these "Surprise Events." That was their unique feature. They were never advertised. They came always as surprises. On the day of the event itself large placards hung in conspicuous places within the store contained adequate announcement of the scope of the sale, while the store itself was got in readiness by a thorough system of harmonious interior decoration which had the virtue of convincing shoppers that the event was no ordinary one. That was White & Co.'s one weakness. They had little use for the formal opening, for music flowers, souvenirs, fol-de-rols, but they believed strongly in effective stage settings for special sale events. Curtailed advertising expenses allowed them considerable leeway in this respect. Soon the store became the Mecca of the variety-hungry shopper.

While cut prices constituted possibly the strongest drawing card of the business, good sense was never sacrificed to sensationalism. From time to time the advertising man wrote up in booklet form for distribution among the customers the interesting story of production and over-production and over-buying. Explaining that in a stock of dress fabrics, for instance, where the number of individual patterns runs up into the thousands, some patterns fail to "take," it was a simple matter to show the necessity of a departure from the regular price. Often they bought large quantities of merchandise—8,000 yards of silk, 2,000 corsets, or 5,000 men's straw hats—for quick turnover at far below market prices. This all made good material for heart-to-heart-booklet talks with the customer. The idea appealed. It was another new feature, this method of taking the public into his confidence in this way. The public had encountered similar "talks" in the sale announcements of other stores, but White & Co.'s way was different. White & Co.'s plan worked successfully because it was fundamentally right. Depending for their ultimate profits on quick and frequent turnovers, they reduced the cost of distribution to the minimum and were able to undersell their competitors.

Arrange the Store to Promote Best Selling Power of Stocks

Practical Pointers That Were Evolved by Two Merchants Whose Aim Was to Get Their Profits Out of the Business in Cash and Not to Put Them Into Merchandise — How Displays Encouraged Sales.

By Otto Buehrmann in System.

WHEN my partner and I embarked in business, we had for our "hobby," if such it might be called, the most effective arrangement of our store for building up a profitable retail trade.

Unconsciously as a clerk I had studied the psychology of store arrangement and I felt that I exaggerated in no way its effect on customers. I had seen other stores that I believed ought to succeed lose trade and finally fail. And I reasoned that one trouble was that the stock did not attract the trade. It was not "played up" the way it ought to be to keep it moving swiftly off the shelves, so my partner and I both decided that the arrangement of our store should be one of our most effective silent salesmen.

Agreed on the vital points of the business, we secured a store building which we considered one of the best stands in a city of 11,000—a south-east corner with a row of dead lights on the north side. The rent was $1,800 per year.

The store had a west front of sixty-six feet, a depth of 120 feet, with ceilings fourteen feet high. The second story was divided into offices reached by an outside iron stairway. Two of these offices we rented for $240 a year; the balance of the space we utilized for storage at first, and later for the ladies' ready-to-wear garments and carpet departments.

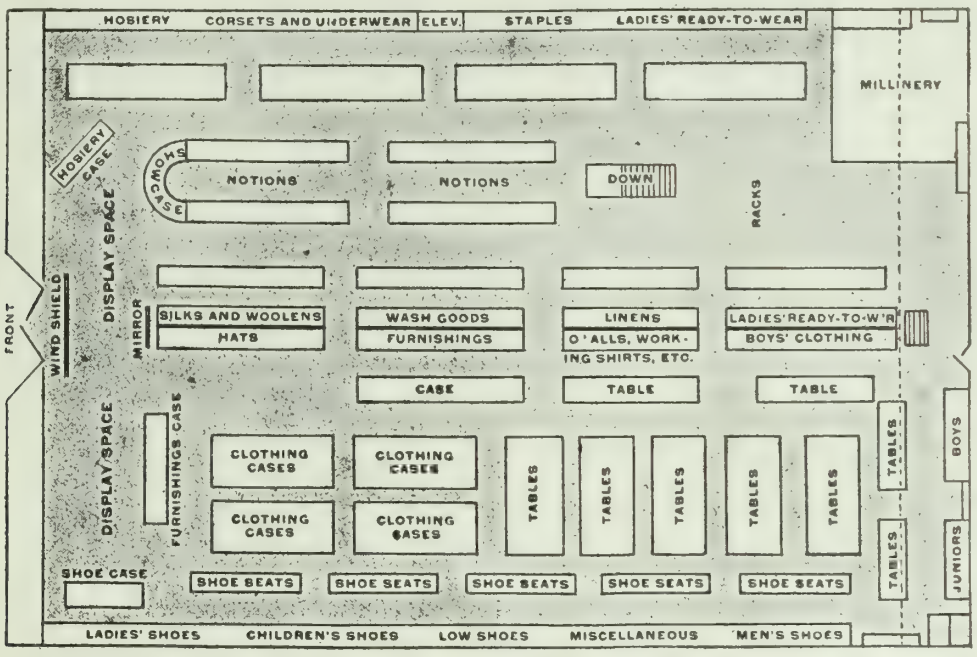
Instead of placing stock where it seemed most convenient, we planned ahead and allotted the space to the various departments in such a way that we would get the most out of it for display and sale purposes according to tried-out experience in the selling of goods. We knew the efficiency of the "silent salesman"—good display and price tickets—and decided to have the aisles broad and the entire store light and airy. A crowded store reflects most seriously on the goods, quality and style; it should always be well stocked, but not a warehouse. Goods well displayed will sell themselves at the right prices.

My partner ran across the idea which the Bon Marche in Paris employed in arranging the store; to make a tempting display of the merchandise which brought the greatest profit, and to force the customers to visit the out-of-the-way and remote corners for linings, threads and similar staple lines.

This idea has developed the bargain basement in some stores. And it is a singular fact that people can be induced to go down stairs, but walk up-stairs, never, as our experience taught us. In fact, our experiences in the arrangement of the store taught us so many schemes for effecting sales that I may tabulate them specifically as follows:

Scheme I.: Salesmen at the Doors to Direct Visitors

The first important feature of our arrangement was to place one entrance at the front and one doorway at the rear. At the front entrance we made it a point to station a genial intelligent salesman to welcome the trade,



Floor plan of store. Locations of various departments are dependent upon the volume of sales of the articles displayed, the lighting, the seasonableness of the goods and the sequence of demand, and are varied to meet the shifting requirements of the trade.

and, as much as possible, one or the other of us tried to be on hand personally to extend the welcome of host. This scheme made the customer feel at home as soon as he crossed the threshold and enabled us to see that each visitor was pleased before he left the store. The rear door was similarly watched.

Scheme II.: Keeping Stock down to Manageable Limits.

One of our bosses, with whom we had learned our trade, had made the vital mistake of packing the goods in the shelves solidly, crowding the store from floor to ceiling, so that it took twice as long to replace the stock

when an article was shown as it did to sell it. We recalled the hours of hard work we had spent to no purpose in "putting up stock." We would have none of such a time-wasting arrangement; our stock was kept within the capacity of our rooms. We wanted a generous open space in the centre, with ample room at the front for seasonable and special displays. This would create the impression of bigness besides give great display advantages.

Scheme III.: Displaying Dress Goods in North Light.

As the store faced west, there was an excellent northern light on the south side of the dry goods room for showing dress goods where the light would not cause them to grow dingy, and at the same time give them an attractive appearance. The south wall was devoted to the silks and woolen dress goods at the front, and at the next counter high-grade wash fabrics found a place. Further on, the linens and ladies' high-class ready-to-wear goods in cartons filled this side.

Scheme IV.: Staple Lines arranged along the North Wall.

The north side of the north room was allotted first to hosiery, because this is one of the most profitable stocks handled, and is in season at all times. Stockings can be sold to a part of the trade every hour in the day. The next section was devoted to corsets and knit underwear; staples followed, and ladies' ready-to-wear filled the last section.

Scheme V.: Special Lighting Effects for Millinery Goods.

The millinery department occupied the north-east corner with the cross-light of a north and an east window. When these two windows were fitted with rich, warm, red draperies, any woman looked her best when she saw herself in the large plate glass mirror on the north side of this department. A heavy red curtain enclosed this department on the south, making a back-ground for a picture of the smiling customer in her new hat.

The ladies' ready-to-wear departments was located at the rear of the dry-goods room; under the mezzanine gallery at the east end of the store and the two last sections, on each side of the shelving, accommodated the box goods. The suits and cloaks were displayed on racks in the center of the room, and given more or less space as the season demanded.

Scheme VI.: Convenient Seats for Tired Customers.

The counters were twenty-eight inches high and the same width, because we anticipated that they would be covered and piled high with merchandise in the showing. A two and a half inch oval moulding gave an appearance of solidity and helped to make a space to stow away the low, broad, swinging seats which reduced the strain of shopping to the tired woman.

Scheme VII.: Using the Basement for Bargain Counters.

The stairway to the basement was just at the rear of the centre counters. At first we used the basement as a work shop and store room, but later we utilized eighty feet of the front for a bargain basement. As it was light and dry and had a ten-foot ceiling, it was admirably suited to the purpose.

Scheme VIII.: An Elevator as a Sales Getter.

As our trade increased, we added a part of the second story for salesrooms, using a stairway at first. But we soon determined to put in an electric elevator between the second and third sections on the north side of the dry goods room, to carry customers up to the millinery, ladies' cloak and suit department, and the carpet room. Before we used the elevator we feared that we had made a mistake in moving these departments up-stairs; but the elevator changed the situation and made them all profitable again. My partner says "No elevator—no second-floor departments," and I fully agree with him.

Scheme IX.: Portable Fixtures for Displaying Special Wares.

We used so many portable fixtures that we named one of the boys who was handy with tools, "the fixture man," whose spare time was employed in this work. These fixtures, with a number of folding tables, enabled us to keep our displays changing all the time. Six glass show-cases were constantly shifting from place to place, and were never dressed with any one line of merchandise for more than a couple of weeks. Moving the stock so often kept the store bright and clean and gave it an attractive appearance constantly.

Scheme X.: Simplifying the Sale of Men's Goods.

The south room was devoted to hats, furnishing goods, men's and boys' clothing and shoes. The latter stock occupied the entire south wall.

The hats were located nearest the front door on the north side. We used cylindrical lateral glass show-cases, of units holding six hats each. We found that one man could sell as many hats with such an arrangement as two men with the usual methods. First, there were no boxes for hiding old stock; the hats were always displayed to best advantage, and, with a stock-ticket to each hat, the labor of showing the goods was minimized. As there was no place to lay the hats while showing them, they were replaced immediately in the cases and when the customer made a selection, there was no stock to put up, as it had been replaced.

The expense of his arrangement, we figured, would pay the wages of one helper in the hat stock, and our figures were confirmed. This was one of our most profitable departments.

Next to the hat section we located the furnishing goods, using a twelve-foot double-decker show-case for display.

Scheme XI.: Convenience for the Shopper for Boys' Clothing.

Beyond the furnishing goods, came the overalls, working shirts, and then the boys' clothing department, which utilized the last twenty feet of shelving, as well as the east wall under the mezzanine gallery. This last space was shared by the junior clothing in woolen and wash fabrics, and some fancy headwear for the little men, shown there to add bright colors to the stock.

Low, narrow tables and bent wood cane-seated chairs and a floor covered by a good, heavy rug in neutral shades, gave a most comfortable appearance to this end of the house and made it an attractive place for mothers to shop for "Tommy's" clothing.



The Bonner, Worth Co., Limited, manufacturers of worsted yarn, propose locating in Peterboro' and are asking the city for assistance, by way of loan, to extent of $12,000 without interest. The company must purchase a factory and install plant to the value of $10,000 and employ 30 operatives at the start. The company is a newly organized one, and the promoters and managers, Isaac Bonner and Edgar Worth, were, until recently, connected with a large Canadian knitting establishment.

Why Is It Local Newspapers Are Not More Enthusiastic?

Merchant Complains That he is Getting Very Poor Service — Is It All the Publishers' Fault? — The Importance of a Consulting Relationship — Treating the Contract as a Personal Rather than Business Proposition

A MERCHANT has written The Review complaining about the very poor service the local paper is giving and deploring the absence of any attempt on the part of the publishers to interest the people in local stores.

How can we make our local papers more enthusiastic in this matter? asks the merchant.

To which The Review would reply, Ask the publisher. Get together on the subject.

Best results can never be obtained from the local newspaper so long as there is any strain or feeling of aloofness between it and the merchants. It is there to give the news about current incidents as well as to describe to the people of the town the goods shown in local stores. Naturally, this brings business to the latter, and the publisher expects a consideration. It is impossible to get him away from that idea. It's his business.

From Both Ends of the Glass.

Now, different merchants look at the newspaper man through different ends of the glass. There are those who adjust their binoculars in the proper way, and see the publisher magnified to his proper proportions. He is the man who informs the public, the one who should, more than any other man, boost his town and in so doing reinforce the effort of the local merchant. The latter may not know it but the publisher does much work unconsciously and gratuitously for the local mercantile establishments that he never gets credit for.

Then there are merchants who size the publisher up from the big end of the glass. They see him afar off—see him coming and always feel comfortable when they see him going. This attitude is all wrong, if the merchant is looking for co-operation, and the development of local loyalty.

What tales of woe the publisher sometimes has to listen to from some of the latter class of merchants? He walks home with him of an evening and hears all about it.

Those Tales of Woe.

"The expense of living has gone up enormously," the merchant observes, "and I'm afraid we shall have to cut out or reduce that quarter column advt. we are running with you. We can't see that it has done much good."

"Why don't you people get some live news into your paper." This is another story. "Don't you know that our head milliner has gone to New York for the openings. I didn't see your reporter in to give us a write-up on that new furnace of ours. Now if I were running that little rag of yours, there'd be something in it."

The publisher recalls the fact that the last millinery opening held by the merchant was given a column write-up for which no charge was made.

"Yes, but those things do us very little good," replies the merchant.

"But you asked us to do it?" replies the publisher.

"Yes, I know, but it was just because I thought Jones was paying you for a big write-up of his store."

"By the way, don't you think you are charging us rather steep for that batch of 500 billheads that you did for us? Don't you know that I could get those things printed in the city for 25 cents less?" Job printing is sometimes another bone of contention.

The publisher may or may not reply that he might have bought the dollar shirt he is wearing for 7 cents less by sending away for it. Probably he has mail order inclinations, but it may keep him busy trading out advertising with merchants who prefer to pay that way, and who charge him the top notch at that.

Credit Where Credit is Due.

Very rarely is it that the publisher meets a man who claps him on the back and says: "Hello, old chap, that last advt. you ran for us brought us a great line of business. It isn't often that we run a full page advt., but I believe it pays. Send round your man and we'll have another next week, and say, let me know your page rate for a year, will you? Fine paper you're getting out. By the way, thanks for that little notice you gave us about our window display."

"Do you know what would happen if we talked that way?" asked a merchant. "Why, the man would boost his rates on us, and be nagging at us continually for more business."

It is safe to say that the merchant who will encourage the publisher from the bottom of his heart, will find it possible to get the most satisfactory rate possible. He will make it easier to discuss those things.

There is a right and wrong way to secure enthusiasm. How many merchants have ever written the publisher a line of encouragement on some improvement he has introduced calculated to give the merchant a better service; how many drop in on him and tell him frankly when they think his paper is punk, and offering some suggestions, as a business man, on how they think it could be improved. The publisher, sometimes, cannot see himself from the business man's point of view, and it helps him to be told some things.

Paltry Excuses.

Then the great variety of paltry excuses which are sometimes advanced for discontinuance of an advt.

"Cut out that advt. of mine and don't ever ask me for a cent's worth of business," shouted a merchant into the phone at a publisher one morning.

"Why, what's the matter?" asks the publisher.

"Matter! You blamed idiot, you send your reporter up to our church, and he gets an account of our children's concert, and he gives them all a big puff except my little girl. Everyone says she was the best of the lot."

"But, Mr. ———"

But Mr. had slammed up the phone. A few weeks later he felt like kicking himself, and realized that dodgers don't get into the homes in the same way as a well-built advt. in the daily paper.

"Look here, Smith, I'll not run another line with you. Cut it out, and send around your account," said an angry merchant to a publisher.

"Well, what's the trouble now?"

"Trouble? Trouble enough. You make my daughter the laughing stock of the town. In your report of the concert last night you say she sang 'My faithful, it's up

to you,' when what she did sing was 'My faith looks up to thee.' How do you account for that?''

Inexcusable Mistakes.

Mistakes in composition, in proof-reading and reporting have often cost the publisher good business, and sometimes these mistakes are absolutely inexcusable, the merchant forgets himself and makes it appear that he is doing a personal favor by giving the paper an advt. This is the wrong viewpoint. He is advertising to get business, and his discontinuance of an advt. on account of an error in the editorial columns will in no sense forestall the feared result, but it may very seriously injure his business.

''But,'' a merchant says, ''what can we do when the paper is no good; when it doesn't reach half the people, when our advts. are poorly set and don't bring results?''

That is when the merchant must call upon the publisher and impress upon him that he is losing money by putting out a poor paper; that the merchants will stand behind him if he will issue a paper which people will subscribe to, because of the matter that is in it. Impress upon the newspaper man the mutual or the co-operative point of view.

How many merchants are still writing their advts. the way they did it 10 or 15 years ago. How many are making an actual study of advt. construction? Many notable instances have recently come to light which prove that there is a marked tendency in the right direction, but there are cases also which show that some merchants have still a great distance to go.

The Review's reply to the merchant's question, therefore is: Have a consulting relationship with the publisher; do not hesitate to criticise his paper if it deserves it, but give him some credit when it is due him; don't expect too much for nothing; treat the advertising contract as a business, and not as a personal proposition.

Plans That Brought Business.

An enterprising department store at Junction City, Kansas, conducted a highly successful ''One Cent Sale.'' The very novelty of the idea appealed to the public and after the first announcement the sale literally advertised itself. The store carried a general line of merchandise and the sale was conducted with a view of drawing people from one department to another. A surprising variety of goods were offered for a penny.

Their advertisement has been based upon the same cuts for five years—a harvest scene, price-cutting sickles, and a border of wheat sheaves, each featuring a special bargain in a box rule.

This same poster, on colored paper, is distributed throughout the accessible farm districts, by agents in buggies. One year a mailing was tried, but the result was not sufficiently thorough.

Aside from the harvest decorations, the sale is operated along usual bargain lines. By its clever combination of values, convenience and advertising appeal, however, it reaches the rural buyer with increasing perfection year by year.

At the time of special or seasonal sales another plan, which was used by an Ohio store is a special certificate-scheme. This is the basis of a campaign in itself. Under this scheme the retailer advises that with every $20.00 purchase, he will receive a certificate, which will entitle the holder ta $5.00 worth of merchandise absolutely free. The element of chance in this proposition makes it exceedingly attractive to prospective customers. The merchant at the time of the sale can easily afford to make an offer of this kind, for $5.00 worth of merchandise, priced at retail, does not mean that these goods cost him $5.00. This scheme is backed up and given impetus by means of letters mailed to customers and prospective customers. In each letter the whole proposition is plainly described. As an enclosure is sent a copy of one of the certificates, marked in red ink across its face with the word ''sample.''

Latitude in Stating Values.

''A merchant with whom I talked the other day, who tries always to do the right thing by his customers, and who will not knowingly misrepresent in any advertisement he puts out, evidently has a doubt in his mind as to the latitude allowed him and other merchants in the matter of referring to the value of articles he sells,'' states W. C. Freeman, in the New York Mail.

He asked me this question:

''If I import a gown from Paris, of fine material, well made, stylish, that seems to please my women customers, which I cannot afford to sell for less than $200 after paying duty to the government, and if I have this gown duplicated by an American manufacturer, who will furnish the same material, just as good workmanship, if not better, who will follow the design absolutely, and if he sells it to me at a price that enables me to sell it at $125, have I the moral right to say that the American gown is worth $200?''

I answered him:

''From my viewpoint, you have not. As a matter of fact, your question, stated as a fact in an advertisement, is the best kind of an advertisement you can print about the gowns and will bring quick response from the public.''

Then he stated another case—

''Suppose I have some women's suits that I sell regularly for $25. A little later in the season, the manufacturer who made these suits comes to me and says: ''I have 115 of these suits left over—I will sell them to you at a discount of 33 1-3 per cent.''

''I buy them and put them on sale. After I have added my business profit, I can sell these suits for six or seven dollars less than the former price. Have I the moral right in my advertising to say that these suits are worth $25?''

Again I answered:

''Why not say in your advertisement how you bought these suits—why not let the public know that you got them at a price that enables you to sell them for so much money—that earlier in the season you sold the same suit at a higher price only because you had to pay more for them?''

''You believe, then,'' said the merchant, ''that the public will respond to advertising that does not mention values?''

''I most assuredly do,'' I answered. ''Why shouldn't they respond? If your advertising copy gives just a brief statement of how you came into possession of goods that you can sell at a low price, don't you think the people will respond, and don't you think you are building on right lines?''

After thinking for a little while he answered: ''I guess you're right. I have had some doubt about this thing or I wouldn't have talked to you about it.''



THREE EIGHTIES BRAND

REGISTERED

HOSIERY

PERHAPS you have wondered how, with the high price of cotton, we can maintain the quality of this brand. The answer is

PRODUCTION

Three Eighties Brand has by far the largest sale of any hose in Canada.

Chipman, Holton Knitting Co.
LIMITED
HAMILTON, Ont. - WELLAND, Ont.

Order from your jobber.

E. H. WALSH & CO., Sole Agents
Montreal Toronto

A Popular Favorite

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.
New York, 29 Broadway

THE PERFECT SUBSTITUTES FOR LINEN
are
"LINNENE"
and
"LINNENE CORD"
(Linnene with a cord effect)

Ideal Washing Fabrics, which have proved immense successes in the home market and wherever shewn.

Now introduced to the attention of buyers in Canada. There, as elsewhere they should quickly outdistance in favour all other wash goods.

They are free from the crushiness of linen and drape more gracefully, In all dress shades AND EVERY COLOUR

AS FAST AS COLOUR CAN BE MADE. This fastness of colour has helped to make the "Linnene" success.

THE VERY THING FOR TUB GOWNS AND CHILDREN'S FROCKS
Width, 34-5 inch. Piece, 40-43 yards.

STAMPED "LINNENE" EVERY FOUR YARDS ON SELVEDGE

"Linnene" and "Linnene Cord" are the productions of a leading British firm who supply the wholesale and shipping only. Patterns and the names of firms able to supply can be had from their advertising agents:

The British Textile Syndicate, 92 Market St., Manchester

WESTERN ASSURANCE COMPANY
Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

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CAPITAL - - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

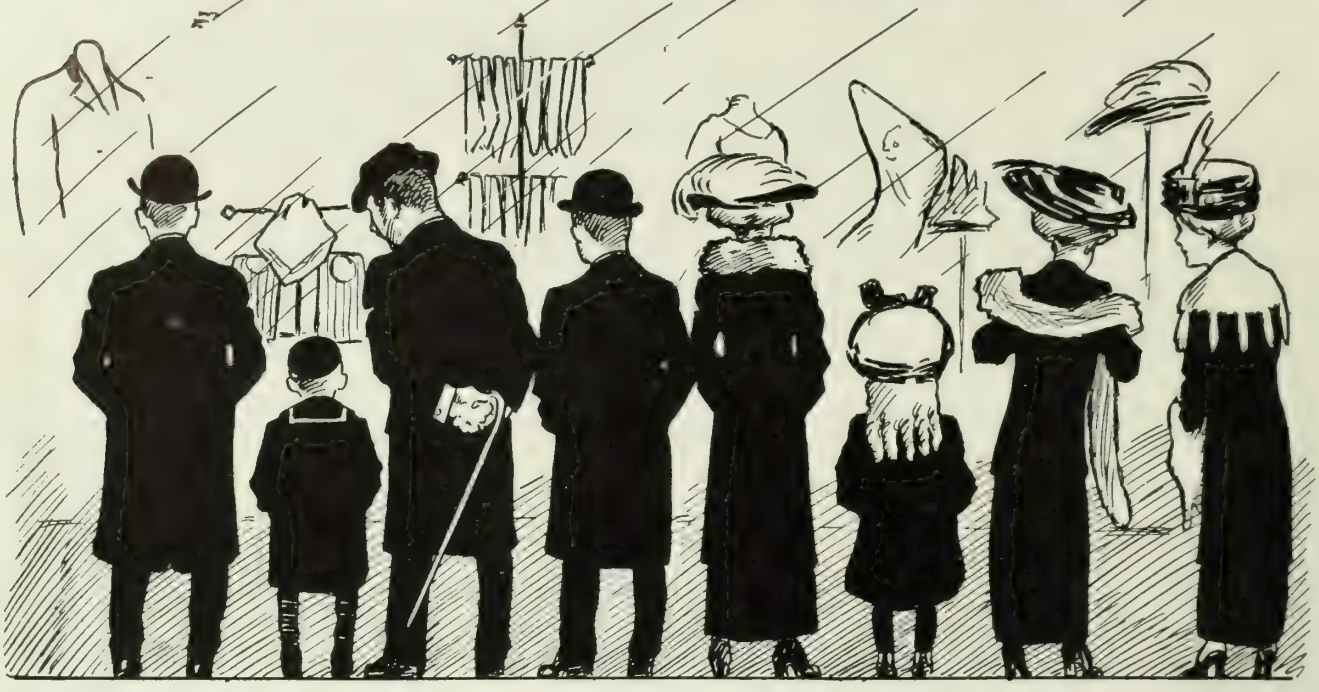
Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

The Centre of Attraction



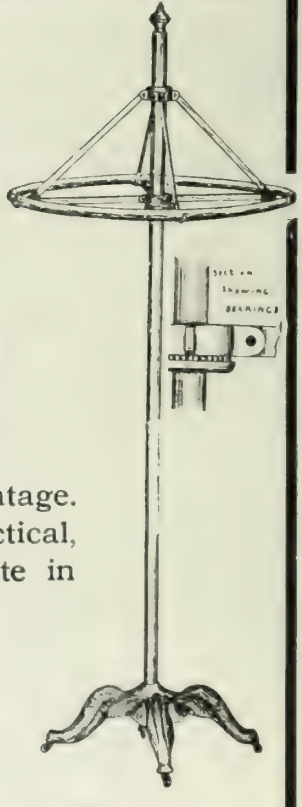
The Best Advertisement

of your store is, without a doubt, an attractive, suggestive window—it is a trade-pulling force whose value cannot be over-estimated!



Make YOUR store the Centre of Attraction in your district by using

Toronto Brass
DISPLAY FIXTURES



to show off your goods to the best advantage. They will be found to be convenient, practical, durable, attractive, well made and moderate in price.

We make a fixture suited to the effective display of every line you handle.

Write For Illustrated Catalogue.

Toronto Brass Manufacturing Co., Ltd.

17-21 Temperance Street, - Toronto

Trim Show Cases and Ledges

Flowers and Foliage in Fancy Boxes and Baskets May be Used to Advantage — Suggestive of Spring.

WHEN February is nearing its close and the new Spring goods are coming to hand, it is a good plan to emphasize the fact that Spring is within a measurable distance by the use of plants and foliage in connection with the ledge and show case trims. If the days are bright and sunny the flowers and greenery will have a double effect, and if, as so often happens, Winter lingers, customers will be reminded that Spring weather may be expected at any time.

This plan is followed in many stores and is always found to start Spring buying in spite of the weather.

There is no need for the trimmer to go to any great expense. If he carefully preserves his property he ought to have both flowers suitable and foliage on hand. The artificial effects should be supplemented by growing Spring flowers, such as hyacinths, tulips, daffodils, as well as palms and ferns. Window boxes, fancy baskets, jardinieres, or any other property the trimmer has may be pressed into service.

In many stores the full usefulness of show cases is lost simply because they are not properly trimmed. Too often they are simply aids to stock-keeping and are so crowded with goods that no display effect is possible. If the merchant would get his money's worth out of the cases he will try the opposite plan. He will have the cases as carefully dressed as the windows and will not crowd with merchandise. A fancy basket of flowers will be used to trim with a few running sprays. Customers will find their attention arrested and more sales will be made. This plan, of course, necessitates the frequent changing of the display. Show cases treated in this way serve excellently to introduce high novelties. They are in full sight of customers but can not be damaged by handling



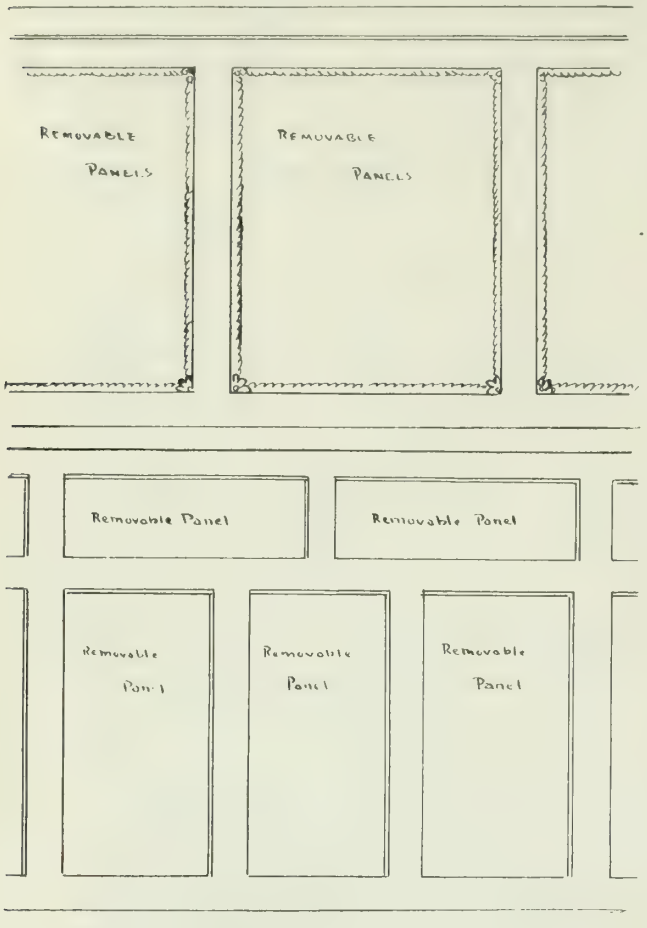
Spring suit window, by H. Robinson, for R. McKay & Co., Hamilton. Velour background, with large vases of Spring foliage and flowers.

Simpler Effects the Rule.

Since the modern science of trimming windows superseded the antique method of dumping as much and as great a variety as possible of the stock carried into the display window, there have been many different methods in vogue. Once in a while some trimmer would have a new and original idea, and when he has exploited it, others of the fraternity would put in their time in am-

plifying it and adding to it, until at last the effect would become common and it was dropped altogether.

This was just what happened to puffed and fluted cheese-cloth. Cheese-cloth was cheap and easily manipulated, and the puffing and fluting was new and striking and its use grew until it became a feature of the window display in both large and small stores. After being worked to death cheese-cloth was discarded and is rarely or never used by trimmers now.



Suggested arrangements of backgrounds, with panels removable for the introduction of mirrors or other effect.

Fancy scroll effects had a big run, but their day as a main feature is over, and the same applies to mechanical window effects. For some time now, there has been a very great tendency to the over-elaboration of background effects. Architectural features have become so massive and backgrounds so elaborate in detail that the merchandise shown has been almost completely eclipsed. It has been the trimmer and his cleverness that was getting the advertising, not the goods on sale. Another disadvantage of this over-elaboration is the item of cost and to this must be added the time necessary for the installation.

There are many evidences that a reaction is taking place and that decorative effects will be simpler save on those occasions when the object is to advertise the store as a whole.

The idea that the leading trimmers seem to be working to is a neat background that is not particularly striking either in color or design, and to this they add some display feature in the form of a fancy stand, jardiniere or a screen, or handsome chair or lounge. The

WINNERS IN MONTHLY WINDOW COMPETITION.

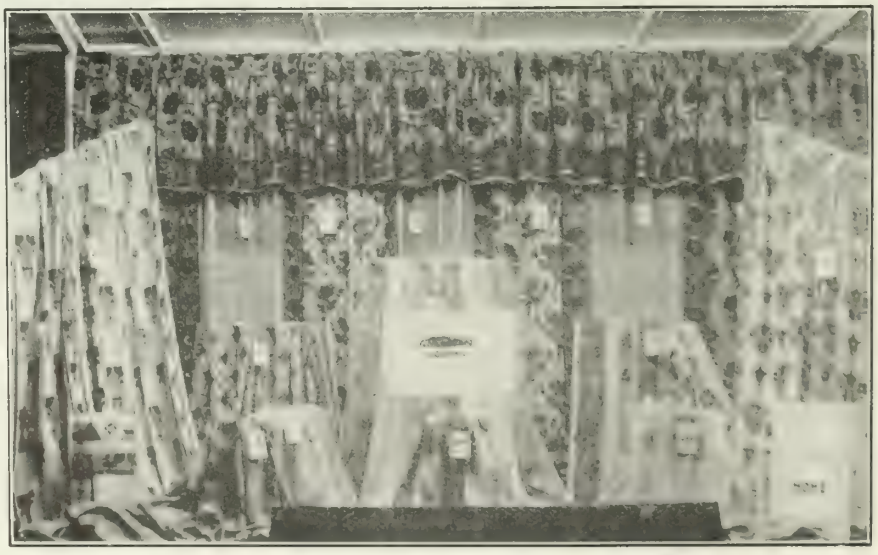
Following are the winners in the monthly window competition for August, September, October, November:—

August—1. J. McNicholl, with Richard Hall & Son, Peterboro'. 2. W. J. Ferguson, with J. Sutcliffe & Sons, Lindsay.

September 1. J. McNicholl. 2. T. W. Byam, with The Ritchie Co., Belleville.

October—1. Warren Andrews, with The Anderson Co., St. Thomas. 2. J. R. Coulombe, with A. D. Rankin & Co., Brandon, Man.

November—1. Warren Andrews. 2. A. Fraser Little, with Regina Trading Co., Regina.



An attractive window display of scrims, arranged in the form of straight lambrequin and draperies as background and drapes in front.— By T. W. Byam, for the Ritchie Co., Belleville.

Luxfer Prisms



There is no substitute

for Luxfer Prisms that can be relied upon to duplicate the service given by the real thing.

Corrugated glass, of various shapes and masquerading under various names, is sometimes suggested as a substitute for Luxfer Prisms. And while it is a very useful article in its proper sphere, it never has given and never can give a fraction of the light-economizing service of the genuine Luxfer Prism.

There are these two elements to be considered in connection with Luxfer Prisms, and they are as familiar as A B C to every competent architect in the country:

1.—*Construction*—Luxfer Prisms are constructed in the many different shapes required to meet satisfactorily many different conditions of service.

1.—*Application*—The application of the various designs is determined by considerations of bulding construction and by the presence of artificial obstructions to the rays of daylight. Each case is coinsidered individually and that shape of prism is used that experience has proved to be most satisfactory under similar circumstances.

Genuine Luxfer Prisms, properly applied, have never yet failed in accomplishing their purpose---improved daylighting. Ask any Architect.

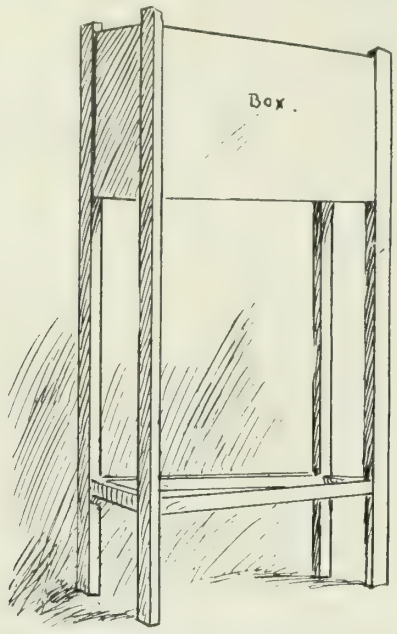
Luxfer Prism Company, Limited

Montreal - - - Toronto



stand may hold a palm or plants, or handsome vase or art figure.

Simple forms are preferable and the designer can easily make stands or pedestals that will work up hand-



No. 1 — Stand used by A. E. Apted, T. Eaton Co., made of wood, covered with old gold velour, box filled with artificial flowers.

somely. The stand No. 1 was used this Fall by A. E. Apted, in connection with his Fall opening windows. It was made of wood and plainly covered with old gold velour, and the receptacle was filled with artificial plants and flowers. Handsome pedestals can be made out of inch boards and either enameled white or grey, or gilded or stained to imitate expensive woods, or covered with velours or felt. Simple straight lines with all curves and fancy decorative features should not be attempted. To use with these stands and pedestals, simple paneled effects are best. These should be made with the larger panels removable and then many changes can be rung by filling up these larger panels with fabrics of different colors and designs, and by painting or tinting the wooden part to match.

It is almost impossible to imagine a Spring window trim that does not show the use of flowers and plants. Artificial foliage, flowers and plants are now made so perfectly that they rival the natural in appearance, and, when required, tints and effects that are most beautiful and yet are such that nature never produces, can be obtained.

The making of artificial flowers for decorative purposes has become quite a trade and as each season comes round entirely new effects are added to those already on hand.

Where the trimmer is allowed to use the cheaper grade of millinery flowers from stock, the expense bill can be greatly lessened, for there is no reason, where due care is taken, why any damage should be done or why the flowers should be less salable.

Now that it is the usage to cover the window floor to match the background, the trimmer who has a limited appropriation can make quite a saving if he substitutes flannelette for the felt the majority of trimmers use. When flannelette is used the window floor should first be covered with the cheapest grade of factory cotton procurable, and both the factory cotton and the flannelette should be stretched as smoothly and tightly over the floor as possible. The cotton should be put down separately and then it can remain permanently.



Spring opening window, introducing a number of very graceful drapes, by J. R. Coulombe, with A. D. Rankin & Co., Brandon, Man.



A Brilliant Light

CHEAP

No light is at once so steady and so radiantly bright as our

Gasoline Light

And it has the added advantages of being safe and economical.

Many times cheaper than gas, coal oil, electricity or any other illuminant.

You save money buying your mantles and glassware FROM US!

Get Our Circular.

Agents Wanted.



Special Prices direct to Merchants.

McLaren and Co. **Merrickville, Ont.**

Can be carried to any place. Independent Table Lamp. Price, complete, $7.50.

You can sell many of these

Adjustable Dress Forms

EVERY woman needs one—most tailors and dressmakers need *several.* And our extensive advertising in widely circulated *women's* and general publications is fostering this already great need—creating *new business* for dealers handling the line. The display of Hall-Borchert Dress Forms in your store links up *our advertising* with *your business*—resulting in liberal profits on easy sales with assured satisfaction to your customers.

MANY DEALERS

find it very profitable to display Hall-Borchert Dress Forms in the Dress Goods department,—Every dress goods buyer sees it every time she buys.

We are now making these forms in Canada so that you may secure them at the same wholesale prices current in New York and Chicago. No duty to pay!

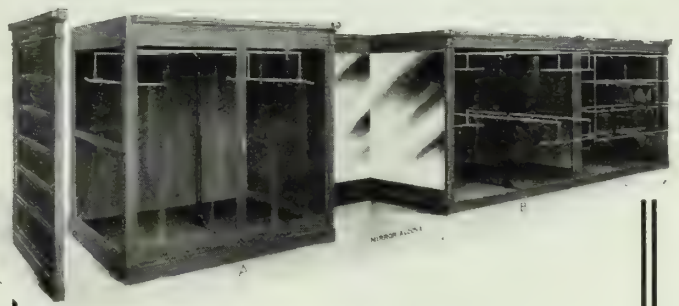


Hall-Borchert Form Dress Co. of Canada Limited

70-76 Pearl Street

TORONTO ONT.

Write us for CATALOG



Twentieth Century Revolving Cabinet

IS UNQUESTIONABLY THE COMING SYSTEM FOR DISPLAYING GARMENTS

BECAUSE of its enormously increased capacity over all other systems.
BECAUSE the trade can be handled more quickly and readily from this system than any other.
BECAUSE in operating this fixture but little of the aisle space is taken up.
BECAUSE when the customers enter your store, and you have this system, they SEE and KNOW that you handle wearing apparel. The stock displayed is impressive and effective.

Such firms as John Wanamaker, New York; T. Eaton Co., Ltd., Winnipeg; Oak Hall, Clothiers, Toronto and Hamilton, and hundreds of other merchants in the States, find it good business to use the

"20th CENTURY" REVOLVING CABINET SYSTEM

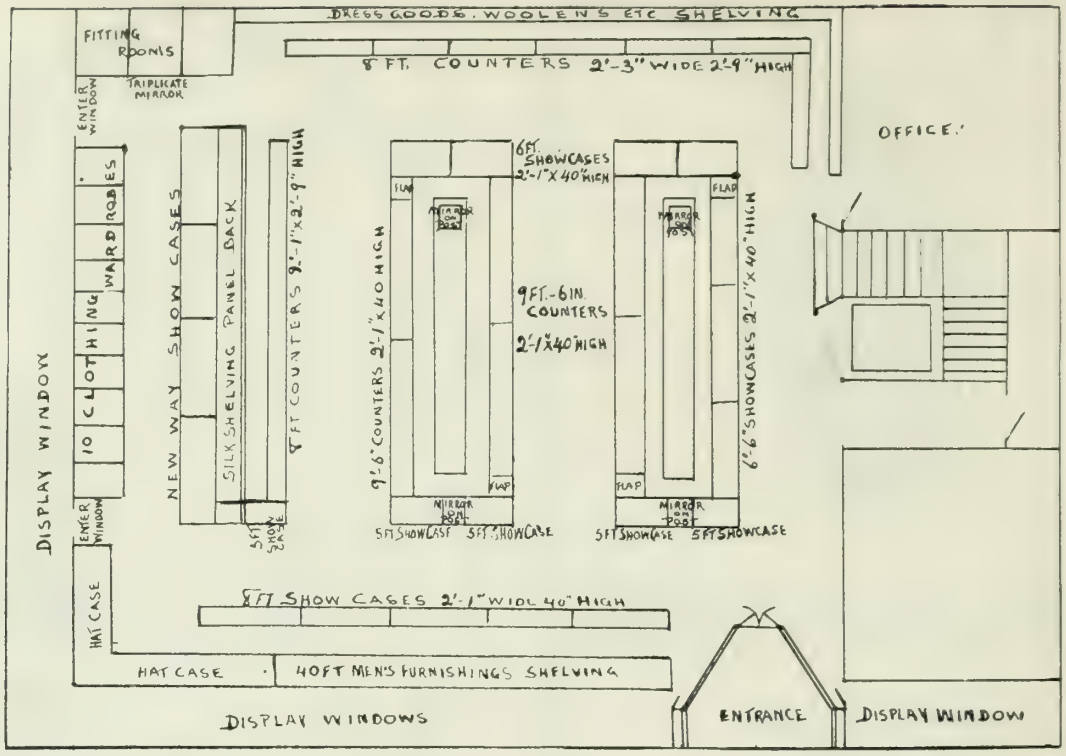
BETTER TAKE UP THE MATTER WITH US

Grand Rapids Show Case Company

Grand Rapids, Michigan

Branch Factory: LUTKE MFG. COMPANY, PORTLAND, OREG.
Offices and Showrooms under our own management: 724 Broadway, New York City; 51 Bedford Street, Boston; 1329-1331 Wash. Ave., St. Louis

The Largest Manufacturers of Store Fixtures in the World

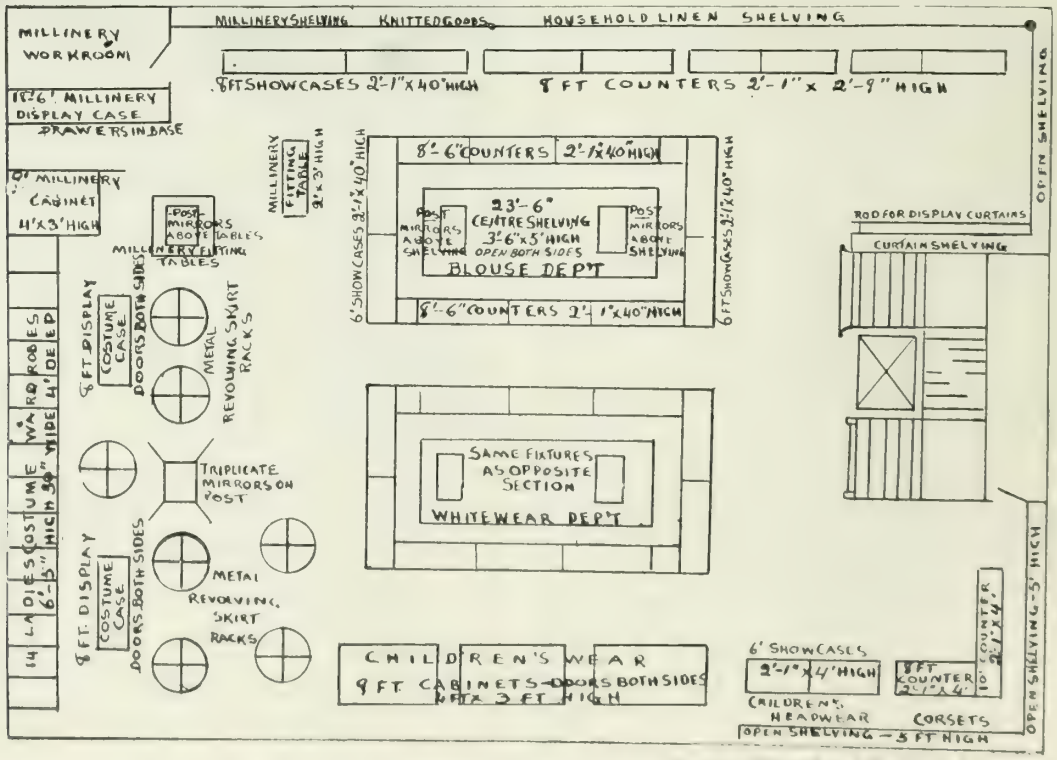


Courtesy of Jones Bros. & Co., Limited, Toronto.

Main floor, Calgary store, Pryce-Jones (Canada) Limited It will have 160 feet of window space The large unmarked area on the right is for a sundries department, while the location of the elevators is indicated by the square near the stair. Lavatories in rear of stair.

The New Pryce-Jones Store

THE new store which Pryce-Jones (Canada) Limited are opening in Calgary, Alta., is another good example of the tendency in the west to give mercantile effort the best possible equipment. The present store is but half the size of the proposed building. The floor space immediately available, measures something like 75 x 100 feet and the accompanying cut shows the layout. There are four floors, including basement. The latter is occupied by the grocery department, and for the present, rugs and blankets. On the main floor are the usual dry goods departments and men's furnishings. Here, also, is the business office.



Courtesy of Jones Bros & Co., Limited, T

Ready-to-wear department, second floor, Calgary store, Pryce-Jones (Canada) Limited

While there is no separate entrance for men's furnishings and clothing, the department is so situated and equipped that there is little possibility of intrusion from other departments. As the plans indicate the central and side sections have strong display facilities. Show cases are 40 inches high and 25 inches wide, the counters of the dress goods department are 2 feet 3 in. wide and 2 feet 9 in. high. The fixtures are in quarter-cut fumed oak. The display windows have a length of 160 feet extending along one entire side, broken only by the 16-foot entrance, and along one end. The windows are 6 feet deep, and the vestibule 11 feet. The widths of aisles are from 6 feet to 7½ feet, and there is a space of 2½ feet behind the side counters and of 2 feet behind the sections. All posts in departments are mirrored on four sides above fixtures.

The men's clothing department contains two large fitting rooms, ten wardrobes, four New Way show cases, large hat case, forty feet of furnishings shelving, and five 8-foot show cases. The central sections shown in main floor plan will be used for fancy goods, and accessories.

The second floor will be used for women's and children's ready-to-wear lines, and millinery. Household linen and curtains are also located here. There are two oblong central sections with two six-foot show cases on each end. The shelving in these sections are 23 feet 6 in. wide and five feet high, open at both sides. The millinery department has large workroom, display case 18 ft. long with drawers in base, a 9-ft. millinery cabinet 4 feet wide and 3 feet high and fitting tables. In the costume department, there are seven metal revolving skirt racks, two 8-ft. display costume cases with doors both sides, and 14 costume wardrobes 6 ft. 5 in. high, 2 ft. 6 in. wide and 4 ft. deep. For children's wear there are three 9 ft. cabinets, 4 ft. wide and 3 ft. high, with doors both sides, and for children's headwear there are two 6-ft. show cases 2 ft. 1 in. wide by 4-ft. high. The open shelving is five feet high.

On the third floor are the carpets and housefurnishings departments and the tea-room. The building is equipped with pneumatic tube carrier service and elevators.

As the representatives in this country of an old-established English house which has decided to reach out into the prosperous west, it would appear that Pryce-Jones (Canada) Limited, have, in their initial store, immediately sized up present merchandising conditions and future possibilities of their field.

The superintendent and assistant to Mr. Pryce-Jones will be J. J. Hills, for some years a member of the firm of Moore & Hills, general merchants, Cartwright, Man., and who later identified himself with the formation of Merchants, Limited, an amalgamation of a number of firms in Cartwright for the purpose of presenting a stronger front to the mail order business. Of this company he was secretary-treasurer. Branches were opened in different towns and business was very satisfactorily developed. In 1909 they decided to go to Winnipeg and in the succeeding fourteen months built up a good business.

This is the first change that Mr. Hills has made in ten years.

The head of a large western store writes :—"The Dry Goods Review is a worthy paper and is significant of how a business should thrive. It has steadily increased in size, quality, value and service. It should be read by every merchant, department head and clerk. I have always encouraged the reading of papers which treat of practical things. The Review is superlatively this."

Get Them Inside Your Store

And the Battle is HALF WON!

Effective window display is the irresistible magnet that draws custom to your store, and

Clatworthy Fixtures





for displaying goods lead all others in point of attractiveness, utility, quality and finish.

We make a complete range of Wood and Metal Display Fixtures in every variety and style, and can supply everything needed for store use, from Silent Salesmen to Wax Figures.

They are the most profitable investment any Dry Goods man can make.

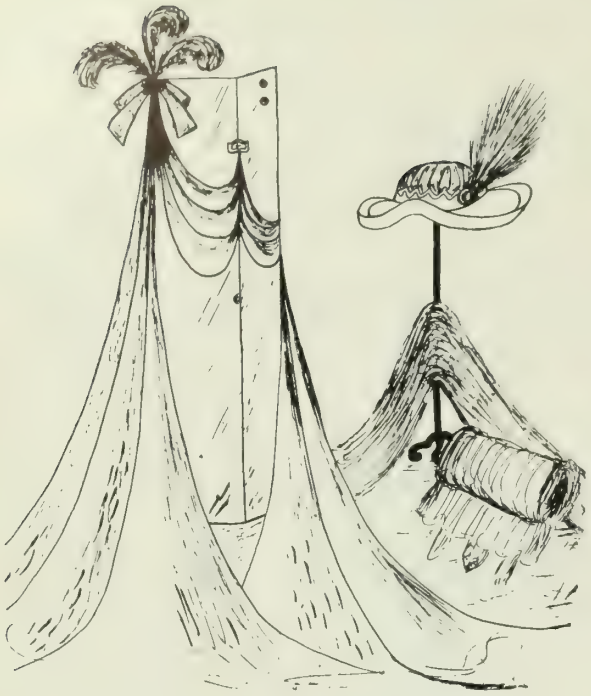
Large Stocks on hand.



Our new 136 page **Catalogue** contains many pointers for you. Write **to-day** for a copy.

Clatworthy
& Son, Limited
161 King St. W.
TORONTO

Two Suggestions for Dress Goods Drapes



In this unit by J. A. MacNabb, formerly with Robert Simpson Co., two boards 7 feet high and each 12 in. wide, nailed at right angles, are used for the dress goods drape. These stands may be used in any height.



Drape by J. A. McNabb, formerly with the Robert Simpson Co. A stand 7 ft. high is used here. The goods are first brought straight down and at each side draped folds are gracefully dropped to the floor, with one or two loops half way down and back to top of stand again, finished with bow of silk and buckle.



GEO. J. COWAN, Vice-Pres

The Koester School Originates

¶ It does not follow the ideas of others.

¶ The methods used in windows of best stores all over the country were originated in the Koester School—these methods are used in New York and Chicago, as well as in *all* the smaller cities.

¶ Koester students have no trouble in finding good positions. They are equipped to fill any kind of position, and they command better salaries, because their displays sell more goods. Ask any Koester student or any merchant who has employed one—there are many good positions open for Spring.

Write at once if you want to join the Spring classes that start January 3rd.

The Koester School of Window Dressing. 256 E. Madison St. Chicago, Ill.

LEARN TO MAKE

SHOW CARDS

SIGNS and PRICE TICKETS

by the Easy, Quick and Cheapest System. Clerks can increase their salary $10 to $20 a month. Merchants find daily satisfaction and profit in being able to make their own Show Cards.

----------TEAR OFF AND MAIL TO-DAY----------

The Simplex Sign Co., Hamilton, Ont.

Please send me FREE Booklet and full particulars of your $5.00 special offer.

Name.

Address

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

To the Trade *January, 1911*

We Handle Worthy Merchandise From the Cheapest to the Best.

PRINTS.

Crum's Prints stand first in Canada. Their staple and novelty lines have earned an honored and enviable reputation. The unmistakable seal of public approval proves beyond question the guarantee of superior quality.

Our Dress Goods, Ladies' and Children's Ready-to-Wear departments are now organized to meet satisfactorily the demands of The Retail Trade.

LINENS.

Products of the best manufacturers are represented in our stock and are undoubtedly right values.

COTTONS.

We show all kinds in general use throughoutThe Trade.

MUSLINS, LACES AND EMBROIDERIES.

The markets of Great Britain and the European Continent have been visited from end to end and stocks procured at prices that appeal to the keenest buyers.

UNDERWEAR, HOSIERY AND GLOVES.

Through persistent effort nearly all the varieties for men. women and children can be seen in these departments at prices unsurpassed.

HABERDASHERY.

The stock contained in this Department is miscellaneous, representing the product of manufacturers from almost every country upon the face of the earth. While many of the items are small, if properly handled the results are large.

MEN'S FURNISHINGS.

During the past few years the increased demand for the many lines shown in this Department is a conspicuous feature in its rapid development.

CARPETS AND HOUSE FURNISHINGS.

The progressive course of this Department has been steadily continued. To-day the extensive range and superior value shown are no where excelled in the Wholesale Trade of Canada.

If you have not received our

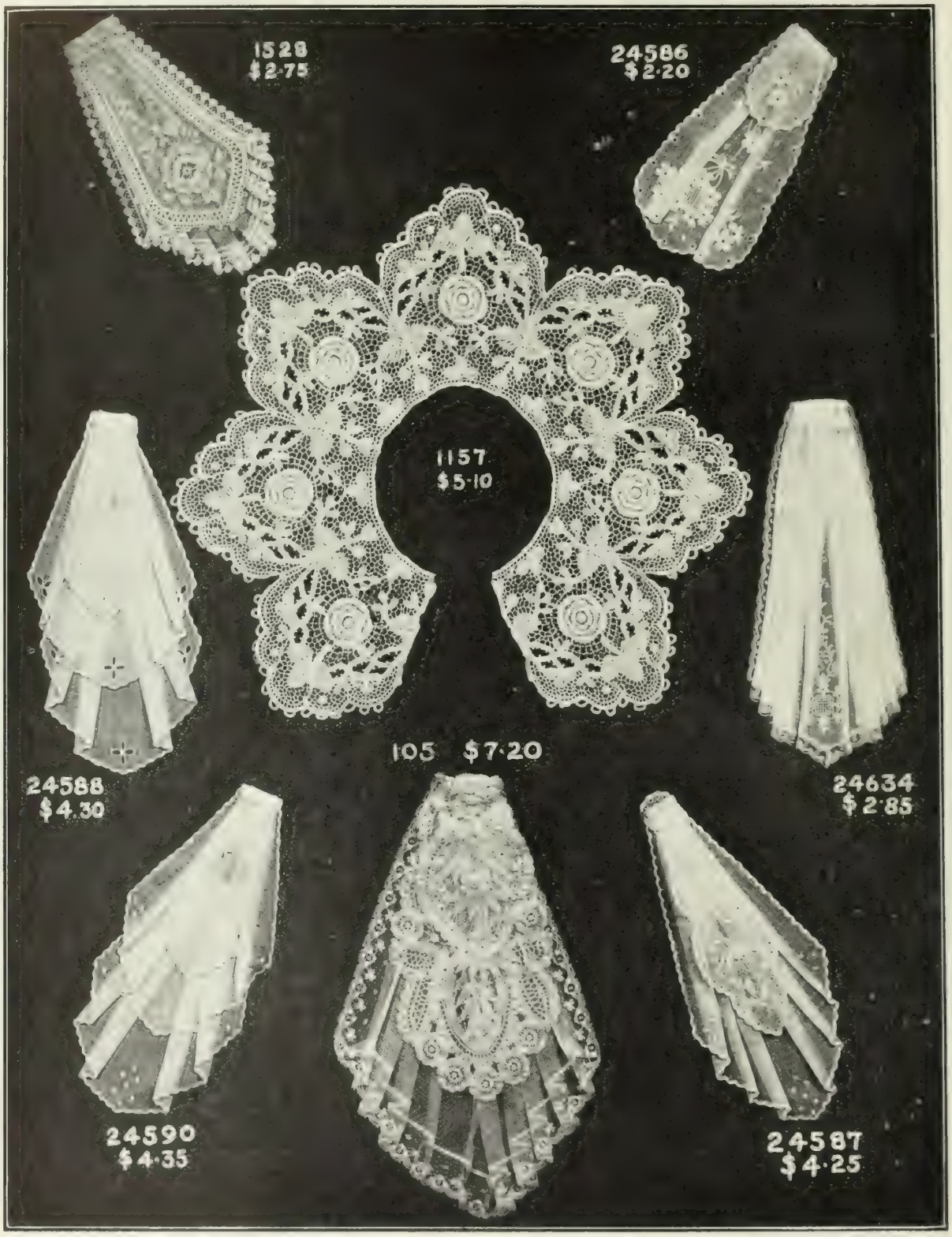
CATALOGUE FOR SPRING SEASON,

1911, and wish to have one, kindly let us know, when we shall be pleased to forward you one at once.

John Macdonald & Co., Limited
Toronto

A Page of Special Neckwear Values

NECKWEAR NOVELTIES THAT WILL SELL READILY IN ANY STORE



ORDER A SAMPLE SELECTION FROM THIS PAGE TO-DAY

KONIG & STUFFMANN

11 Victoria Square **Montreal, Quebec**

DRESS ACCESSORIES AND NECKWEAR

The Neckwear for Spring

Dutch Collars in Great Variety — Long Jabots Leading Line — Dotted Swiss a Medium — Some Touches of Black and Color.

A GREAT variety is seen in the Dutch collars for Spring trade. These are now acknowledged leaders, both in lace and lingerie effects. The former include baby Irish and Point de Venise, and also some very pretty novelties of embroidered lawn with lace edge and motifs running up into the lawn. Besides these, Guipure is very good.

Lingerie styles show Valenciennes, both French and German, Maltese, Torchon and imitation Irish crochet. The latter is now a prime favorite lace in every form. More popular lines, ranging about fifteen to twenty-five



Novelty Dutch collar, with dotted Swiss material. Shown by Flett-Lowndes & Co., Ltd., Toronto.

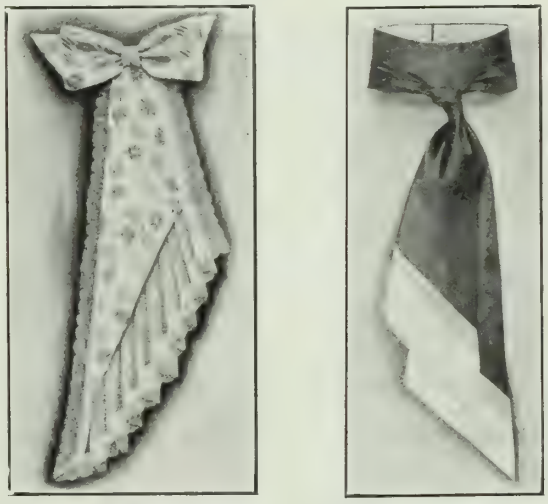
or thirty-five cents retail, are medium weight lawn, some very thin but none as yet of heavy linen or lawn. A more expensive line consists of lawn quite heavily embroidered, combined with baby Irish lace motifs. This collar was of medium size. Some handsome coat collars were seen in the same style.

A novelty consisted of dotted Swiss, handsomely trimmed, in a Dutch collar of medium size. An open-work lawn was also used in a cheaper number. Point d'esprit was the medium of still another washable collar, one of the lightest weight seen.

Besides the regular Dutch shape, numbers are shown split both back and front, to be fastened at the back and having a jabot attached. These are often quite small. A very popular Spring seller will be the sailor shape, which is shown in all the styles of the Dutch collar, but is square at back and a little lower in front. Without doubt, the flat collar in all forms will be affected by younger women as soon as warm weather comes.

Very long styles, not so wide as formerly, are the numbers meeting most favor in jabots for Spring selling. These are trimmed to correspond with the collar, or made entirely of lace. A few pointed ends are seen, but for wash goods, the squared off or slanted end seems to be preferred. The one-sided jabot is popular as ever.

The new style note in color consists of a touch of



Fancy net jabot, with Dresden tab and bow. Stock collar of messaline satin, with ties edged with white satin folds. Shown by R. D. Fairbairn Co., Ltd., Toronto.

Pompadour or Dresden silk as trimming. Black and white, so popular in every line, is seen in neckwear chiefly in small touches of black on white or vice versa. Where a wholesale combination effect is shown, it consists of small stripes or of checks (shepherd's). A few very pretty color combinations relieve the general white tone. One of these consisted of a jabot in net of ecru trimmed with black at the edge touched up with a tiny ruching of red silk.



Embroidery Dutch collar, featuring lace inserts. Shown by Ladies' Wear Limited, Toronto.

Hair Nets

"Hold Tight" No. 43

SELF ADJUSTABLE, REQUIRES NO PINS

The only Net which deserves the name or to be called "Self adjustable."

Made of Real Human Hair in all shades, shapes and sizes.

"HOLD TIGHT" No. 25, 31 and 37 require only two pins to keep them in place. Made in cape shape.

Let us send you samples and quote prices

LEOPOLD PFEIFFER, Vienna VIII
The Greatest Austrian Hair Net Manufacturer

Sole Representative for U.S.A., ADOLF KLAR
595 Broadway, New York

Sole Representative for Canada, ERNEST EKSTEIN, 214 St. James, Montreal

The ONTARIO BUTTON CO.

BERLIN, - - ONTARIO
The Exclusive Wholesale Button House of Canada



Our Triplicate Box

Almost everything in BUTTONS is found here.

Our Travellers are starting out 2nd January, showing the newest productions from England, Germany, France, Austria and Canadian goods direct from the leading manufacturers.

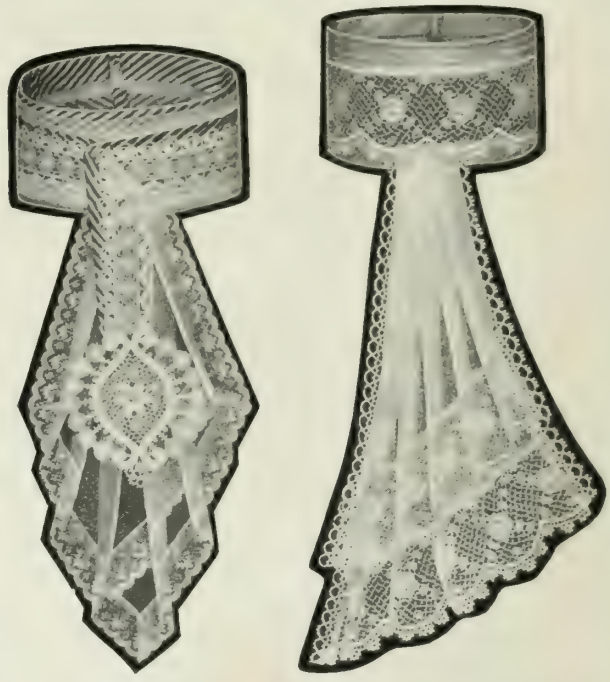
This House has enjoyed an annual increase in Saleson Cabinet Pearls.

All our cabinets are assorted up with larger sizes this year.

All letter orders are promptly filled.

Besides the regular lines, a few high novelties demand mention. Fichus are spoken of for Spring and are already showing in some quarters. These come in finest and daintiest of lingerie effects, as well as in chiffon for evening wear.

For wear with the strictly tailored shirt waist comes a stiff, embroidered linen collar as high as an Eton at the back and similar in shape, but low as the Dutch sailor in front and flaring apart to admit of a bow tie or four-in-hand. The Byron collar is another tailored style very popular just now in New York.



Chiffon stock collar, featuring black and white. Shown by Ladies' Wear Limited, Toronto.

Wash stock, with St. Gall and "baby Irish" lace. Shown by Ladies' Wear Ltd., Toronto.

String ties will be used for street wear, as also will bows, small and mannish in style, and the larger, flat ones with which we are already familiar. The style note in these will consist of black and white combinations, shepherd's checks of two sizes were combined with a narrow grey stripe on white ground, to make one of the smartest Spring bows seen.

In Swiss embroidered goods, small black patterns on white will be seen, most of these having the scalloped edge also in black.



Braided chiffon collar, in black and white effect, with black satin tabs. Shown by R. D. Fairbairn Co., Ltd., Toronto.

RYAN WALKING GLOVES

RYAN DRIVING GLOVES

GUARANTEED GLOVES

You can increase your profits and hold your trade if you stock the "RYAN GUARANTEED GLOVES."

In insisting on the Ryan Brand you insist on gloves where price is not foremost and on gloves which have already proven their quality and expert workmanship.

OUR GUARANTEE PROTECTS YOU FROM ANY POSSIBLE LOSS.



WHOLESALERS IN EVERY PART OF THE DOMINION NOW SHOWING OUR 1911 SAMPLES.

The Robert Ryan Company

THREE RIVERS, P.Q.

E. H. Walsh & Co., Selling Agents, Toronto, Ont.

BRANCH OFFICES: MONTREAL, WINNIPEG, VANCOUVER.

The Sign of the Guaranteed Glove.

The Sign of the Guaranteed Glove.

RYAN AUTO GLOVES

RYAN WORKING GLOVES

Embroideries and Laces

Deep Flouncings and Sets of Bandings of Varying Widths — Point de Venise the Leading Lace — Pompadour Filet Lace a Spring Novelty

As Spring goods come in in greater quantity, interest naturally centres about the washable, white lines. A feature of the season is the showing of very deep flouncings designed for lingerie dresses, and for petticoats, and of band trimmings of embroidery, or embroidery mixed with lace, in varying widths.



Venise and flat Venise all-over. Shown by Fiett-Lowndes & Co., Ltd., Toronto.

While there is strong feeling in many quarters for filet meshes, Valenciennes in all-overs and edgings continues a leader. Undoubtedly the lines mentioned above, Guipure, Irish crochet, Maltese and Torchon will be leaders for all trimming purposes as well as for neckwear. The tendency, year by year, is towards the demand for imitations of a high order of the very finest laces.



Fine embroidered jabot, with St. Gall lace. Shown by Ladies' Wear Limited, Toronto.

Point de Venise is the most widely spoken of of all the laces now showing for trimming and accessory purposes for Spring. One reason for this is its fine appearance over a contrasting groundwork, owing to the absence of any fine-mesh net backing. With black and black and white holding sway till the Coronation in June, this lace finds tremendous popularity.

Another lace with the same recommendation is the Pompadour filet variety, a very strong and effective trimming.



Embroidery Dutch collar, featuring wide lace edge. Shown by Ladies' Wear Limited, Toronto.

In embroidered net all-overs, small, neat patterns have considerable preponderance. A braid resembling very fine soutache, named Cordella, is seen in somewhat larger motifs upon net.

Combined Edging and Insertion.

A lingerie novelty consists of a trimming of Valenciennes about 1½ to 2 inches wide, made up of strips of insertion, alternated with net and finished with edging to match, all woven in one piece. This makes a most suitable trimming for underwear or blouses, and should



Novelty bow — combination black and white striped effect, with colored satin centre. Shown by R. D. Fairbairn Co., Limited, Toronto.

be greatly favored by the garment manufacturer, as it saves three operations, viz., the sewing of net to insertion, insertion to net and net to edging. Another variety has a beading, exactly like a ribbon beading, made of thread, very neat in appearance and all ready to draw. This, it will be seen, is a still further saving of labor. These insertions are retailed anywhere between six and ten cents a yard.

Washable Persian Bandings.

A handsome novelty line of trimmings suitable for chambray, linen or any colored washable garment consisted of a two-inch and one inch line of bandings in the newest Spring shades, including new ciel, bright Nile, bronze, old blue and biscuit tints. These embroideries were distinctly Persian in pattern and tone, of mercerized floss on a ground of material resembling scrim, but of much closer weave. Colors are guaranteed fast.



WE have just moved into our new premises at 84 Wellington Street West. ¶ It is not to be expected that you will feel as much interest in this event as we do. But we think you will quickly realize that this move would not be possible unless our goods and methods merited the continuous confidence of the retail trade. ¶ With enormously enlarged floor space and mechanical equipment we are quite prepared to cope with our share the rush of business that is going to make the year 1911 memorable in the annals of Canadian Commerce.

Ladies' Wear, Limited
Toronto

F. P. EVANS
PRESIDENT

W. F. GOFORTH
VICE-PRESIDENT

LADIES' WEAR, LIMITED
TORONTO





No. 1. CUTTING ROOM, BLOUSE FACTORY "B"

No. 2. SECTION OF BLOUSE FACTORY "B"

LADIES' WEAR, LIMITED TORONTO



No. 3. SECTION OF TAILORED BLOUSE FACTORY "D"

No. 4. SECTION OF NECKWEAR FACTORY "A"

LADIES' WEAR, LIMITED
Makers
TORONTO

About Mail Orders

MERCHANTS ordering goods from us by mail may rest assured that their orders will receive prompt and careful attention.

¶ When ordering from our advertisements in this publication or elsewhere it will greatly facilitate matters to order by the numbers which accompany illustrations.

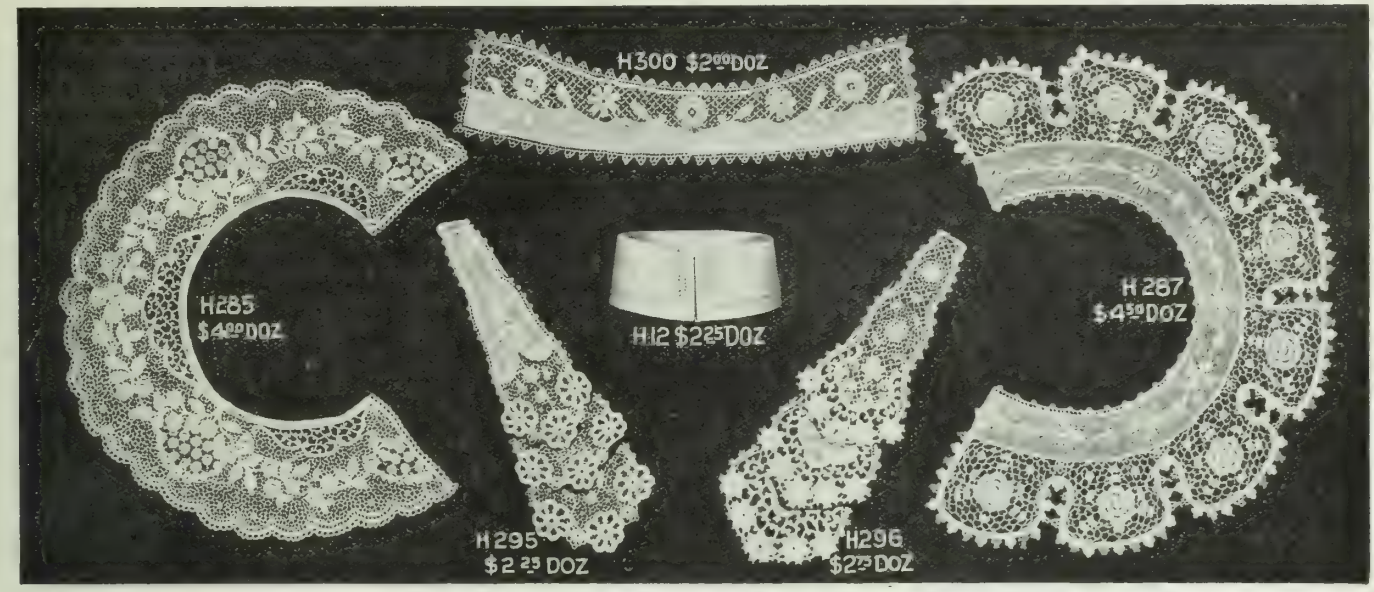
¶ If, at any time, you urgently require anything in the way of Neckwear, Blouses, Belts, etc., send us the order with as complete a description as possible of your requirements.

¶ We shall always do our utmost to fill your orders satisfactorily and with reasonable speed.

Ladies' Wear, Limited
Toronto

E. P. EVANS
PRESIDENT

W. F. GOFORTH
VICE-PRESIDENT



OUR TRAVELERS

are on their respective grounds, showing A NEW RANGE OF LADIES' NECKWEAR, BELTS and RUCHING. Let them show you the NEW "RAINBOW FRILLING." This will be a strong line.

R. D. Fairbairn Co., Limited

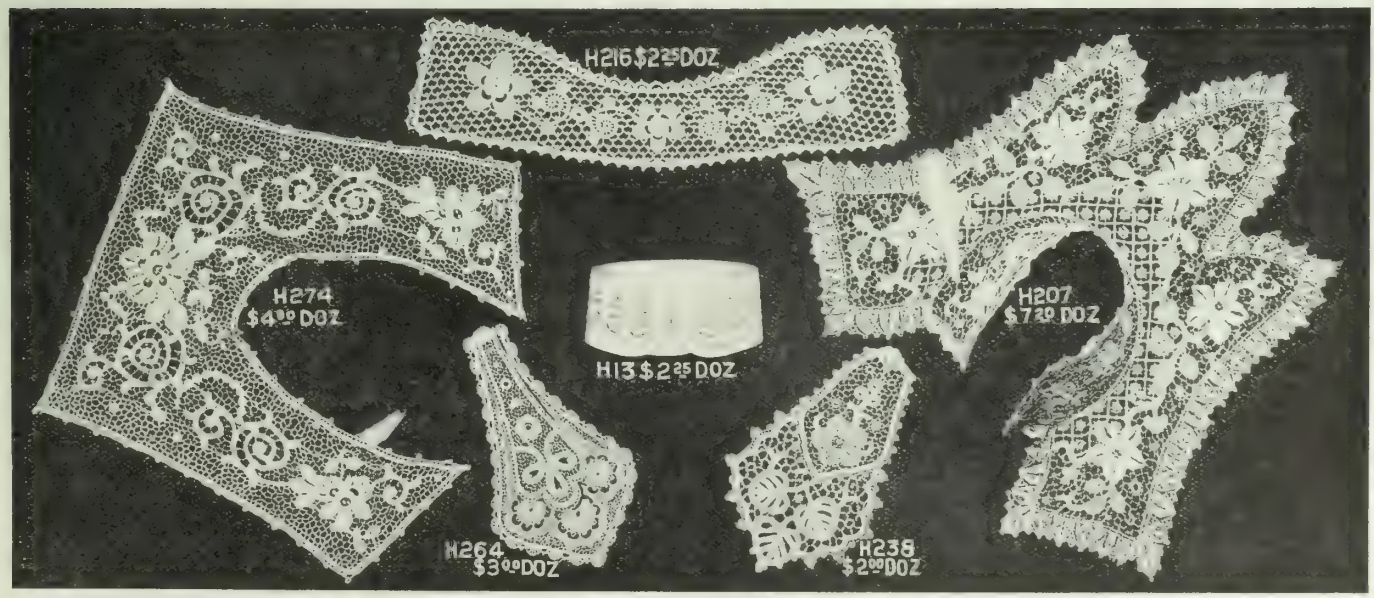
107 SIMCOE STREET, TORONTO, ONT.

President: Rhys D. Fairbairn **Vice-Presidents: F. J. Knight, W. C. Cliff,**

The illustration shows a good variety from our import dept., samples of which are now ready.

We Have in Stock Our Line for Spring 1911

LACE JABOTS, COLLARS AND YOKES AND LINEN COLLARS



Fancy Dress Trimmings

Black and White Effects Widely Used — Porcelain on Black — Touches of Coral and Turquoise — Pompadour Tintings for Spring.

In fancy trimmings, the keynote of the present and coming season is struck by the black and white combinations. Wonderful variety is seen in these. White porcelain beads form a favorite effect on black chiffon or marquisette. These fabrics are also seen braided with cordella in white, producing a most effective and striking garniture.



Novelty Persian-colored filet, bands and allover to match. Shown by Flett-Lowndes & Co., Ltd., Toronto.

Steel is now very widely used, both in combination with black and colors and sometimes on white net. Antique silver and Egyptian, or dull, greenish gold are the other favorite metallic effects. Not only are tunics of chiffon beaded or embroidered in these shades, but much use of jewels is made, both set and unset, brilliants being the most showy. Frequently a touch of coral is seen with gold or silver, or a turquoise set in Egyptian gold.

Bodice garnitures consist of gold or silver or pearl-beaded plaques centred with a contrasting jewel, and connected by loops of cord, of pearls or of stones. Medallions for use on bodices show not only evening dress styles, but others designed to go with a high-necked dress. Dew-spotted chiffons are in greater demand than ever. Lacet fringes, satin beads, and beaded silk fringes are other popular lines..

Lattice beading and cord effects are specially good in all-overs and bandings. An outstanding feature is the separate motif instead of the straight band, though the latter also is extremely popular.

Besides the metallic effects, the leading color scheme for Spring will be the black and white, and the Dresden or Pompadour.

Novelty Cord and Tassel Girdle.

A certain tendency to plain princesse outlines on the one side with a raised, belted waistline as the other extreme, both work together to popularize the heavy cord girdles, with the result that we have these selling very widely. Already considerable turn-over has been done in the beaded varieties in the city stores.

These consist of ropes of beads, usually of colored glass in imitation metal tints, twisted together in rope effect and passed through a large, beaded button and ending in tassels. The button may be slid up or down as desired. Some of these have sold well at seventy-five cents.

A much more dressy specimen was designed for one of the new black and white evening dresses. It was in old steel effect (sometimes called antique silver), of tubular cord, beaded all over, on black, and passing twice about the waist, through the loops worn low down, and ending in handsome large tassels. This would retail between three and four dollars.

Wide Braids Universally Used.

All sorts of gowns now being made up are trimmed with the new heavy-looking wide braids of silk. Evening gowns show bands to correspond, or of contrasting shade, and placed usually in the neighborhood of the knee, and much heavy braid will be used on chiffons and on marquisettes. This is not the hobble effect, but rather a new design intended to illustrate well either of



Lace jabot, showing St. Gall edging and "baby Irish." Shown by Ladies' Wear Ltd., Toronto.

two styles, the straight plain or the tunic skirt. The former is widely accepted for tailored skirts, and demand for the braid trimming, which forms the only possible suitable break to the otherwise severe outline of the "tube" is daily increasing.

Coats will also be trimmed with braid in various forms, some showing the deep stripes on their lower edge, making a marked break in the outline. Six and eight inch numbers sell well, much black being required.

THE GLOVE HOUSE OF CANADA

Fall Glove Announcement:

Entire Lined Gloves

The entire range of Perrin Men's Lined Gloves has been revised, using better class linings than ever before. They retail from $1.50 up.

Fine Angora Wool and Silk makes a lining never before approached and not previously shown.

While all numbers of Men's Silk, Wool, and Fur-lined Gloves have been improved Prices remain the same.

Ladies' Lined Gloves in Silk, Wool and Fur. A very wide variety.

Men's Wool Gloves. A very strong line. Many new numbers.

Kayser Fabric Gloves for Fall

LADIES' SILK AND CASHMERE KAYSER GLOVES

These Gloves are world favorites, and enjoy a splendid reputation in Canada. Very thorough consumer publicity will widen their popularity all over Canada. Merchants have appreciated the opportunity to sell Kayser Gloves.

The Same Numbers—The Same Prices as in U.S.A.

The entire salesforce all over Canada is now showing the above lines

PERRIN FRERES & CIE.

28 VICTORIA SQUARE, - MONTREAL

Veilings and Scarfs

Small Meshes Seem to be Popular — Black and White Effects — Prospect for Motor Veilings.

Never did a season promise better for motor veilings. All varieties, coming in the new shades, aeroplane green, Iris, apricot or Henner pink, etc., will be in demand. No merchant who takes the precaution of buying early and discriminatingly, mindful of the April winds and how soon Easter is with us, should fail to make a fine turn-over. Satin striped edges will undoubtedly be favorably looked upon as Spring opens, and all the little dressy touches will be more in demand.

A high novelty consisted of a scarf of chiffon in black and white fine stripe. This is also shown in colors with white and will prove a leader. Grey with white was another specimen which should be well received. All the above have hem and edge to correspond with the color or of white. Fabrics are ninon for evening, and chiffon for motor wear.

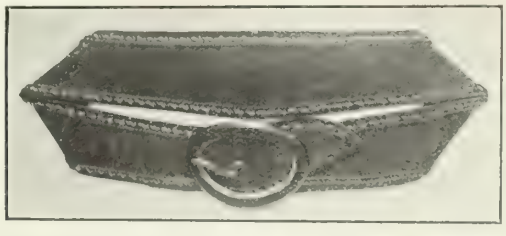
Evening scarves are now selling at their best in all varieties. A few houses have already cut prices, but this is by no means necessary till January, as demand is felt right up till Lent for all such fancy articles. Dew-spotted chiffons with satin edge are general favorites. Steel beaded effects are the novelty of the season and sell well though high in price. All sorts of antique silver and greenish, Egyptian gold effects in embroideries on scarves are leaders, much silver and gold being seen on black net.

Frequently a very handsome scarf, either one or more, may be embodied in a dress, either as tunic or as bodice drape, belted in with edges hanging. Some of the cleverest dressmakers are producing very rich effects in this way at less expense than when the material itself must be hand embroidered. Dull-sequined effects are favorities for this purpose.

For motoring wear, a seasonable novelty was a little ice-wool knitted scarf, quite wide and heavily fringed, taking the place of the regular chiffon scarf.

Belts for Late Spring and Summer.

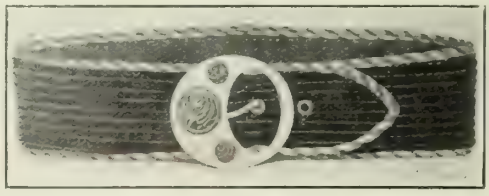
Travelers will be out this month with sample lines of wash belts for the Spring and Summer season of 1911, and it seems probable that a similar situation to that which developed last year may be again pending. Retailers are accustomed to put the lines of goods made by the houses that handle wash belts on sale at once,



Black silk belt, with fancy stitching on edge—very effective novelty. Shown by R. D. Fairbairn Co., Ltd., Toronto.

and this is what they proceeded to do with their newly bought lines of wash belts. Wash belts have become a staple article, an article that sells freely as soon as and as long as the white blouse comes in for street wear, and at the present time no matter when wash belts are ordered and shipped the counter sale should be delayed until the weather becomes warm enough for the wearing of white cotton blouses to become general.

Last year, wash belts were put on the counter as soon as received, and as they met with no demand were jobbed out for what they would bring. As no re-orders came to hand the manufacturer placed no further orders abroad for the embroideries and fabrics that entered into their production. Later on when warm weather arrived and customers asked for wash belts the supply was limited, and the merchant was inclined to blame the



Velvet corduroy belt, piped with black and white silk. Shown by R. D. Fairbairn Co., Ltd., Toronto.

manufacturer for not having the materials in stock. The manufacturer has to do business along business lines and, just as the merchant, finds profits decreased by the presence of left-over goods. Therefore, he checks the orders he places with the manufacturer by the orders he receives from manufacturers.

This year travelers are out with a beautiful line of wash belts, and unless the merchant waits until the proper season for showing the same the trouble experienced last season will be repeated.

Spring Lengths in Gloves

Prospect for Long Gloves Good — Elbow Sleeve Returning — Inaccurate Marking and Ticketing Cause of Complaint.

It is pretty generally conceded that long gloves will rule for fashionable wear during the coming Spring and Summer seasons. The dressy sleeve to-day is the short or three-quarter length sleeve, even for afternoon wear, with a pronounced tendency towards the elbow length sleeve for Spring and Summer blouses and gowns.

The twelve button length is featured in all advance orders and showings. A splendid Christmas trade has been done in this length in white gloves, but these, of course, have been chiefly for holiday gifts and for evening wear during the winter. A shorter glove is not always satisfactory even with the three-quarter sleeve, being apt to slip down out of place and leave gaps between sleeve and glove.

White and black are the favored colors in long gloves, since they may be worn with any shade of costume, but a certain trade is expected in both tan and grey, and there will always be a few gloves demanded in tints to match fashionable colored costumes.

For the Spring trade these long gloves are being ordered in kid, but advance orders for the warmer Summer weather show a decided preference for silk. Long gloves are warm in any case, and silk or a fine lisle prove much more comfortable than kid for summer use.

According to the statement made by a leading Montreal wholesaler, the inaccurate marking and ticketing of certain lines of goods at the manufactories was the basis of the complaint laid by the retail dry goods men some time ago, of instances in which both number and weight had been found overstated. The Wholesale Dry Goods Association and retail men held a conference upon the subject. The wholesalers placed the matter before the Council of the Board of Trade, and the Council addressed

A Live Merchant

REQUIRES

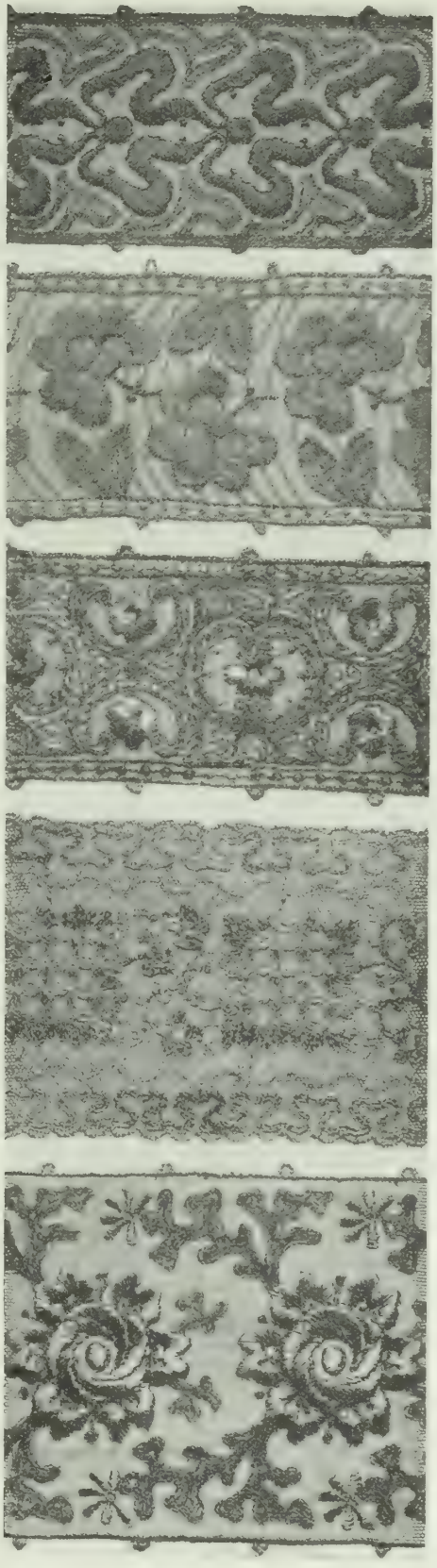
"Up-to-date" Dress Trimmings

AND

Laces

WE HAVE THE STYLES AND VALUES

WAIT FOR OUR REPRESENTATIVES OR CALL AT OUR WAREHOUSE DURING THE MILLINERY OPENING



ABOVE DESIGNS 35c to $1.10 yd.

Silk Embroidered Bands

IN ALL COLORS

FROM

30c. yard

TO

$5.00 yard

Silk Allovers

18 INCH

IN ALL COLORS

FROM

75c. yard

TO

$7.00 yard

FLETT-LOWNDES & CO.

TORONTO

Limited

the Government at Ottawa on the question of an amendment to the criminal code to provide for the punishment of any person found guilty of the practice of misrepresentation either as to the quantity, measure, gauge or weight of any goods sold by such person. Ottawa referred the matter back to Montreal, stating that the criminal code already provided for such exigencies, and it only remained for the injured party to take individual action against the offender. The matter, therefore, now rests entirely with the retail men.

Kid Gloves with Silk Fourchettes.

Kid gloves with silk fourchettes are a novelty which will probably be worn to some extent at least during the coming season. Similar in appearance to the ordinary kid or lambskin glove, but with fourchettes of silk instead of leather, these gloves will doubtless appeal especially to persons whose hands perspire freely during the warm weather, the porous nature of the silk allowing the moisture to escape. At present they are made only in the short styles, but should they meet with any degree of favor, the longer lengths will undoubtedly follow.

Fabric Glove Business Growing.

There has been a steady growth in business in high-class fabric gloves, particularly in the winter weights. This is no doubt owing to the introduction of new and novel fabrics and the perfection attained in their manufacture. The new gloves of the mocha suede and reindeer variety are such perfect imitations of the leather they represent, that they are very easily mistaken for such unless closely examined. Then again these fabric gloves may be easily washed and washing does not alter their appearance, but leaves them almost, if not quite as attractive as before. One line which has been meeting with special favor is the imitation reindeer lined with silk.

Duplex fabric gloves are a style which has been meeting with a good deal of attention in many places. Featured by a number of manufacturers under a number of different trade names, duplex is a combination of two different fabrics, the outside closely resembling mocha. In the process of manufacture one fabric is laid over the other and attached to it by means of a strong adhesive substance, the whole placed under tremendous pressure and the two fabrics practically made one. They come in styles for both men and women, in tans, browns, greys and whites, in two clasp designs with embroidery in white or natural chamois, also in badelette and mousquetaire styles.

New Features in Ribbons

Satin or Taffeta Combined with Velvet in Wide Striped Effects in Black and White — Satin the Leading Fabric.

The striking feature of Spring importations now coming in consists of the black and white combinations. Not only are shepher's checks and pin stripes, also dots and greyish stripes on white, booked for popularity, but distinct and almost startling effects of one-half to one inch stripes of alternate black velvet and white satin were shown as high style for millinery. Considering the prospect of postponement of the brighter colors in favor of black and white early in the Spring, these will give a much needed touch of life to the general color scheme.

It is to be noted that the best numbers combined an equal amount of black and white, neither preponderating, while silk and velvet stripes appeared also in grey and white, to charming effect. Grey and white will undoubtedly have place among best sellers. Parma violet, another mourning shade, is highly spoken of, but it is hoped and expected that bright colors will be the rule with Summer goods. At present much talk of Dresden shades in distinctly new form, showing very light but positive clear tints.

Staple shades, such as pale blue, Nile and mauve, sell as usual, and prospects are very good for the new rose pinks. Great variety will be seen both in mauve and in rose shades and the heather tints may be looked for. The color card includes "gris" (dark grey), myrte, (myrtle), light electric blue, dark brown, Parma violet, Iris, champagne, etc.

Satin is the leading fabric for ribbons, but many millinery varieties show gold and silver ground, and the velvet combinations above described.

At present, veilings tend largely toward the conventional numbers with which we are all familiar. Small, quite inconspicuous meshes seem to be favorites with the buying public, though a trade is also done in some of the larger varieties. Spider-web meshes, though no longer new, are much seen in the more strictly every-day weaves. As a background for a dot of medium size at quite small intervals they are well accepted.

At present black and white effects seem to be the favorites, and much is hoped for them for the coming Spring. They are universally becoming, and should only need to be shown to take well when a black and white season is on. Plain blacks, are, of course, staple sellers, and some very pretty French greys are now showing. As a dressy veil none surpasses the latter.

Success in Selling Gloves

Take Time to Give Customer the Right Size — Glove Materials Changing More Frequently.

"A strong point in the successful management of a glove ddepartment lies in getting the salespeople to take time to give the customer the right size, and to fit the gloves before they leave the shop," was a remark made by the manager of a leading glove firm recently and he went on to state, what every glove dealer should guard against, that many gloves are completely ruined in fit and style by being improperly put on the first time they are worn.

The competent sales girl in putting on gloves for a customer knows just how much care and patience are necessary, but not one buyer in a hundred remembers that the gloves should be opened with a proper stretcher, powdered to make them slip easily, and smoothed and patted into place.

The result is that gloves are very often taken home, and pulled on in such a hurry that they are pulled out of shape and frequently split or torn in the process. The glove, or the dealer, gets all the blame. Possibly the fault may lie with the gloves. There may be a defect which is quite unnoticeable until they are put on, another good reason why they should be fitted in the shop. It is a safeguard not only to the dealer, but also to the maker.

New Year's Resolutions

Resolved

that I will buy Ribbons from The Specialty Ribbon House

Because

The Specialty Ribbon House carries a stock of Ribbons that protects me.

Because

I can secure wider assortments and exceptional values.

Because

This is the one place that I can absolutely rely on for good goods, right prices with quick service.

LEADING MERCHANTS ALL OVER CANADA
KNOW ABOVE TO BE FACTS.

Walter H. Barry & Co.

The Ribbon House of Canada
Cor. St. James and Victoria Square, Montreal

As to size, it does not always do to trust to the buyer's statement as to what he or she always wears. A certain size in one style may fit a certain hand, and the same size in another style may not do so at all. The customer's hand should be measured across the back and also for the length of the fingers. If a customer be properly fitted with satisfactory gloves at a certain shop he is very liable to return to that shop at another time, a strong incentive for the dealer to do his utmost to please, and pleased customers denote a growing business.

If a rip appears when a glove is tried on, it should be attended to at once, so as to prevent all danger of its being overlooked, and becoming larger. Should it be found that a glove does not fit, or for some reason does not please when it is tried on, it should at once be carefully pulled back into shape, the fingers smoothed out, holding the thumb firmly on the seam at the base to prevent pulling out of shape.

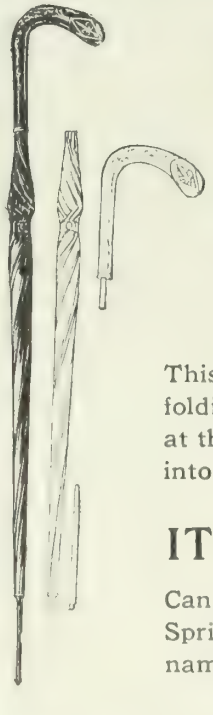
Be very considerate of childish customers, for they are advertisers. The little boy or girl who goes shopping alone keenly appreciates good merchandise and the right kind of salesmanship and he or she has no hesitation in announcing the fact in no uncertain manner that a good thing has been bought from a good clerk at a good store. The children's elders are pleased at the way the child has been treated, and follow in the footsteps of the little one.

Cleanliness pays—clean showcases, clean floors, clean merchandise, clean methods, win trade and keep it.

For many years the glove department in many stores was looked upon as a losing department and few shops showed a profit there. Now, however, in the hands of a competent manager, this department may be as successful financially, as any other. For many years, one dealer states, the ratio of profit realized has been much too low. The day no longer exists when consumers can buy the same quality of gloves, in season and out of season, at a uniform price. Glove materials vary with the season and there is a steadily upward trend, and has been for some time. Higher wages are being demanded and received by the labor employed in the manufacture. It would seem, therefore, a good policy for the merchant and his employes to frankly explain these conditions to customers when charging a price which allows the usual percentage of profit to be made.

Then again, good sales people must be well paid. A merchant can no longer obtain clerks at the old scale of wages, and realize the poor policy involved in cutting salaries to reduce expenses. Rents have become a formidable item of expense.

In urging the desirability of cash in business, the merchants of Edmonton are considering some action by which employers may be induced to pay their staffs in money instead of by cheque. There are so many strangers in Edmonton that the merchant does not always know who is who. Consequently when a cheque is presented he cannot, in every case, tell whether it is bona fide or not. Cheques issued on Saturday, for example, cannot be cashed at the bank on that day, but usually presented in the stores in the afternoon or evening. In the case of the old resident, this is all right, but in many cases it proves a source of inconvenience to the new arrival, especially to the man who cannot get up town during the day.



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The "BROPHEY"

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(BEEHLER PATENT)

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Folded ready for suit case.

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Can be retailed at $1.50 and upwards. Our travellers are now on the road for Spring; ask them to show you this "wonderful" umbrella, or write us for samples, naming prices you wish to retail them at. Made in both ladies' and men's styles.

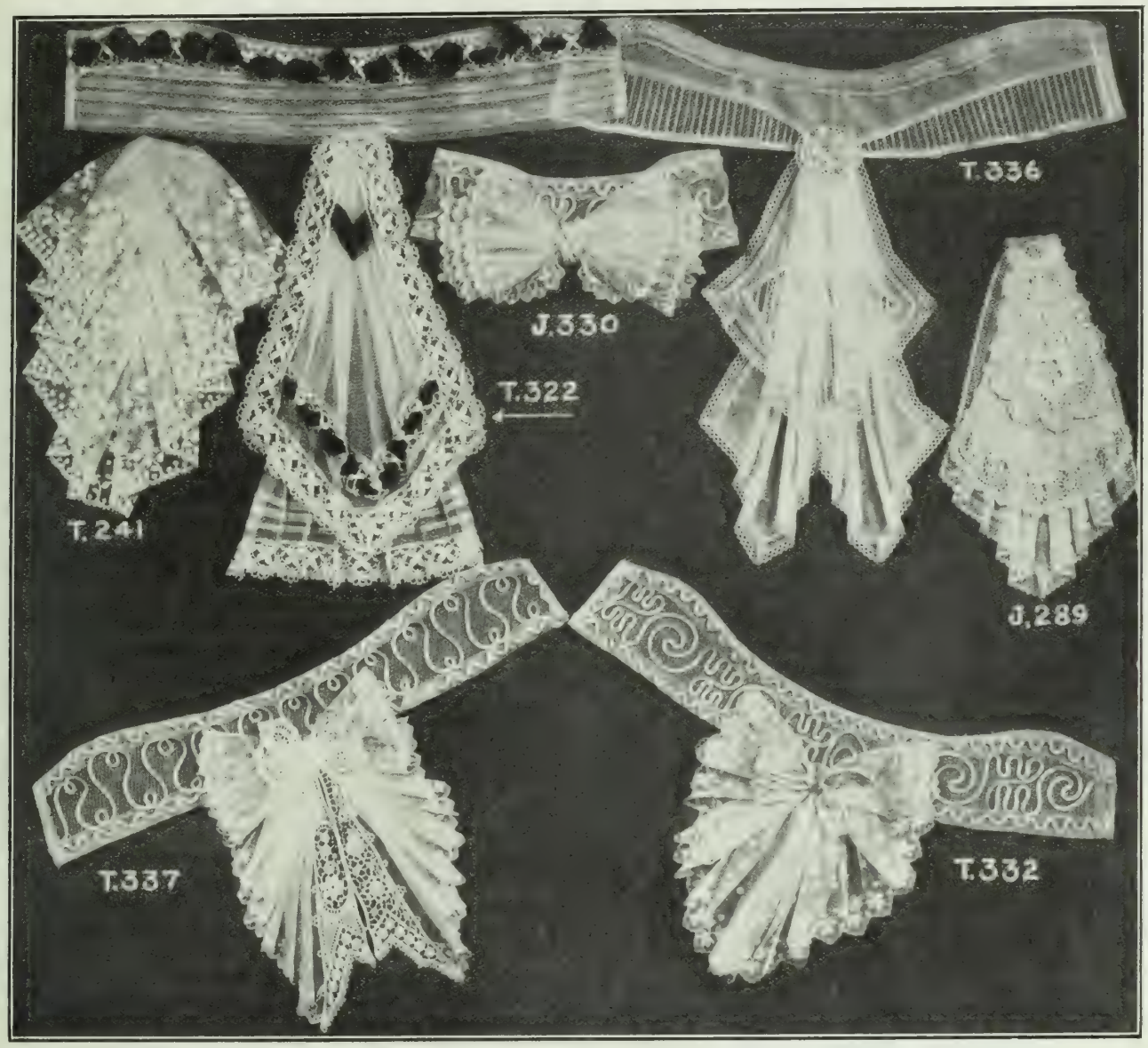
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SCHLOSS THE BELTMAN

Very Busy for Spring 1911

ALL THE LATEST SELLERS IN

LADIES' BELTS Elastic, Velvet, Brocaded

ALL NEW SHADES

Join the Procession. Call or write for samples.

LOUIS SCHLOSS

621 BROADWAY : : : NEW YORK

Keeping the Dress Accessories Department Up to Date

Display of Goods as an Investment — How One Merchant Keeps Himself Informed — Methods of Securing Latest Style Features — The Selling Power of Lines Which Attract Attention Though Slow Movers Themselves.

IT is generally conceded that dress accessories should occupy a position near as possible to the main entrance. Again, even if show-cases are scarce this particular department demands at least one to itself. Almost always articles of the sort are bought incidentally, not because the customer came for them, hence the importance of making effective display.

A merchant of long and successful experience in this line, whose store makes it a specialty, declared that the loss sustained by hanging up scarves, neckwear, etc., in profusion and by allowing free handling was more than made up in the added custom. He regarded it not as a necessary loss, but rather as an investment. Similarly, he shows novelty lines ahead of time in small quantities, though only a certain portion of his trade are able to appreciate them as style features, and even these do not always buy. This also is an investment.

Every two months, additions are made to the dress accessories and old goods cleared out even at a loss. Travelers representing firms who keep in touch by visiting New York every week or so, make a point of calling at this store, and frequently get orders on newly arrived special lines. This merchant pursues the admirable and all too infrequent policy of treating every salesman as if he were bestowing not receiving a favor, when he is allowed to recite his budget of news. By this means the merchant is kept informed and does not slide into a backwater through the short-sighted policy of snubbing a man because he has something to sell. When he does not buy from them, these drummers know that it is because he cannot handle the article. In this way the department is kept on a par with those of larger firms who cable abroad for goods and clear out a vast mass of stock every week.

Buying in Small Quantities.

Another secret of this merchant's success is buying imported goods in small quantities, and then having favored numbers reproduced by local manufacturers, or specially made up for him outside. If anything sticks after a really fair trial, out it goes whether the quantity is only small or not. A great range of shades is carried and not necessarily in a uniform line. Sometimes one article resembles another, but does not exactly reproduce it. Stock is taken once a year.

Change is the Law of this Department.

A manager in a large store has an almost unequalled stock of embroideries and trimmings. Some of these run as high as $15 a yard for a new lattice-work allover made entirely of gold beads. Twice a year the depleted stock is replaced by new importations, the old being cleared out at any cost. Nothing in trimmings is carried over from one season to another. The buying abroad is done by the department's manager.

At all times travelers keep coming in and new articles are added. A special buying agency of the store is established in London, Paris, and New York, and in this way any new fashion that may appear can be snapped up at a moment's notice, and appear on the store's counters within a couple of weeks. Twice a year stock is taken.

When the Fall goods have arrived special notices appear in the papers, so that patrons may get a chance to take their choice of the freshest. Many dressmakers buy from this store, and on this account and because it receives some of the best family trade, customers are allowed to pay by the month. Every year sees two great sales of fancy robes, sequined tunics and trimmings, etc., sometimes marked down to one-third or less of the original cost. Yet this is one of the best paying departments of its kind.

Clippings Followed Up to Secure New Lines.

Still another manager has fresh arrivals from his buying offices abroad at short intervals of a few weeks all year round. In case of novelty being discovered, this store buys it, if it can and if it cannot obtain enough, has it reproduced at home from the model. Again, if a still larger quantity is required, a local manufacturer is given the order. This store regularly imitates high style lines in cheaper goods for popular trade and sells both easily. This, it must be remembered, cannot always be done with success.

A specially noteworthy feature is the fact that clippings are made in the home office from papers (trade both here and abroad), from catalogues of foreign houses, from any contemporary source whatever. These are looked into and if they prove true, the article is hunted up and bought for the department. This system works like a gold washer in securing new styles.

Salespeople are instructed so as to sell intelligently when a new line appears. Anything that sticks is cleared at what it will bring without loss of time, and great as is the variety carried, it is never the same from year to year. This firm believes in keeping the department fresh in the public mind and not a day passes by without something in the paper. At special sales, and stock-taking twice a year, as well as at opening times, larger advertising space is allotted. Above all, the motto of the successful manager of a dress accessories department is "keep the goods fresh!"

Small Merchants Need Not Fall Behind.

No merchant, even in a very small way, should buy such articles as neckwear, belts, sashes and handkerchiefs the greater part of his dress accessory stock twice a year and then feel that his department is stocked. A month often sees a perfect revolution, and if his stock does not reflect it, his customers go to the post office with their mail order, compiled from the newspaper of a large centre. And every time they do so, he loses ground.

Every month the handkerchiefs in a certain Toronto department store are added to, and the old thrown on the bargain counter to fetch what they may. Every day they are advertised. This is not feasible for the country merchant, but when he does sell out a fancy line he can surely replace it with something a little newer. Again, a clever and successful dry goods merchant in a medium sized store showed acumen in buying. The travelers know him of old, and they take every new thing they can find to him.

PARASOLS
—AND—
UMBRELLAS

Special Attention
to
Letter Orders

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LIMITED
79-83 Wellington St. West - Toronto

The Forsyth, Kimmel Co.

BUTTONS

We carry everything that is **new** and **correct** in Buttons.

We have made a special study of your Button requirements for Spring and Summer trade.

We have the goods you will need at the right prices.

Wait for our travellers.

The Forsyth, Kimmel Co.
Berlin, Canada
Successors to John Forsyth & Company

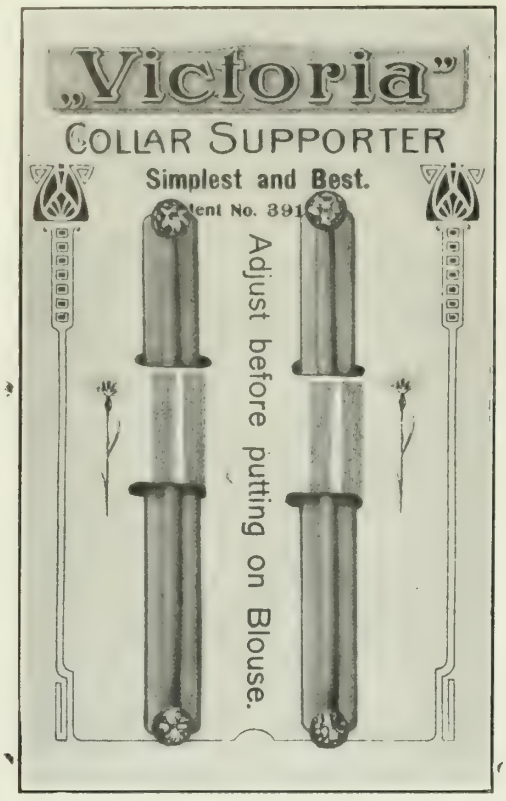
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Fall 1911 samples now being shownby our trav elers

Fownes Bros. & Co.
Coristine Building, Montreal



"That's the Collar Supporter they all want"



Women who have once used the "VICTORIA" know its superior qualities and will wear no other.

If you want to *please* your women customers stock and push the "VICTORIA." Buy it in good quantities and varieties of setting.

The "VICTORIA" Supporter is stocked by all wholesalers, and is never sold under any other name. A supporter not *called* a "Victoria" is *not* a "Victoria."

Look over your stock to-day. If you have not a good supply of the "VICTORIA" Collar Supporter, get some from your wholesaler.

Defriez & Woodman

TORONTO
64 Wellington Street West

MONTREAL
204 St. James Street

FANCY GOODS NOTIONS and TOYS

Handbags for Spring Selling

New Styles Show Egyptian Gold, Butler's and Antique Silver — Dressy Numbers are the Black Velvet Cordeliere, Fancy Fabric and Five Mesh Metal Bags.

THE present tendency is for smaller handbags, corroborated by what is being taken in New York at the moment and by indications from abroad. Eight and nine inch frames will be among the leaders for Spring selling, and many handsome specimens are now on view in leading houses, showing both metal mounted and flap of leather styles.

Considerable change may be expected in two ways. A good many light colorings, grey, fawn, tan, etc., seem to be coming forward, and much diversity in metal mountings is seen. While the plain effects may be regarded as staple, fashion looks, at present, very favorably upon the greenish, Egyptian gold shade, and upon various inlaid effects. A handsome bag for high-class selling showed a mounting of Egyptian gold, inlaid with placques, well set in, of rich dark mother-o'-pearl, cut into the Paisley scroll pattern. This bag embodied some of the best and newest features seen. The genuine seal is still the leading leather, but calf and sheepskin are also excellent. Black is, of course, the staple color, up to date.

Inlaid, acid-treated (or etched) and oxidized silver are favorite mounts, but none are conspicuous, very large or showy. Butler's silver is also a much wanted metal. A very handsome effect was seen in gun-metal, inlaid with silver.

For dressy occasions, the black velvet cordeliere bag is now on the market, and though it went slowly at first, as was to be expected, it is increasing finely from week to week. This means a steady and satisfactory sale, with a probable rush at Easter, when so many velvet suits will be worn. This bag is the high novelty of the season, and is now being displayed by every store of consequence in the cities.

For Spring selling, popular-priced numbers are being gotten out. The first velvet bags had rounded top, heavy cordeliere, and were rather small for practical purposes, being intended for dressy wear. The new Spring articles are of conventional (eight or nine inch) frame, with chain of metal to match the plain metal top which is like that of any other bag. These are roomy and practical. Some are shown stamped for embroidery.

Among the fancy numbers coming in now appear the fine mesh metal bags, chiefly silver, though gold is also seen, and the evening bags of brocade, tapestry and embroidered silks and satins. The latter show many specimens of the dainty Pompadour effects, Dresden shadings being used in the embroidering of tiny garlands, baskets and bouquets of flowers usually on a white ground. There is now much use of very narrow, soft silk ribbon or metallic braid in these embroideries, either worked through the fabric or merely applied to form tiny leaves and petals.

Usually, however, when metallic effects are seen the pattern is a large one and either Persian or Mauresque (Moorish) in origin. Small jewels are also combined with these styles of embroidery on bags, as they are in bandings and laces. Egyptian gold and antique silver are again in the lead here, though one of the prettiest evening bags seen had only cord mounting and was of bright gold, sequined, all-over netting of coarse mesh, lined with Pompadour silk.

Embroideries and Linens

Coarse Linen Crash, Burlap and Craftsman's Cloths Strike the Dominant Note in Embroidery Fabrics.

Coarse linen crash, burlap and craftsman's cloths are the dominant fabrics for cushions, scarfs, and covers at present. The coarse, "butcher's linen" effect in natural tint, or a shade greyer than natural, appears to be very much in evidence in all forms of decoration, fabrics of a weave which stands out well, showing the threads, and contrasting thereby with the smoothness of the silks, forming a fine background for them.

Doring cloth, Biedamar linen and Aberdeen crash are three of the new cloths used for cushions, scarfs and covers. Burlap is also selling better than ever, chiefly in colors, the other lines being, on the contrary, usually seen in natural linen tints. Colored denims still hold place, with coronation braidings round stamped designs, white on azure blue being a favorite.

Solid designs in embroidery either completely or nearly all filled in, predominate as last season, art noveau designs and all conventionalized patterns such as the peacock feather, Egyptian fan, Tudor rose, etc., being favorites. Jewelled effects and solid stemming are also seen. Real silks and mercerized flosses of medium weight are the best at present. Wood silk is also seen. These designs are carried out in one or two colors, seldom more than three and frequently without shadings. These being used more generally when only two shades are used, such as a delft blue and green. Natural shadings have given place largely to conventional, as have the designs, the effect being distinctly quieter and more decorative while less pictorial.

A beautiful example of this tendency was a cushion top in imitation of the Dutch scene of a Delft blue plate. The groundwork was greyish linen, the design very clear and outstanding, worked on in soft shades of blue, with a little blue Hollander girl in the foreground. The effect was striking but quiet.

Many of the new cushions are made in oblong shape, which best carries the craftsmen's designs. Favorite colors are greens, browns, blues and pinks, all in soft shadings.



Strehl's Hair Goods

are known to be the best and have for many years borne this reputation.



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SWITCHES

and recommend the following as special good sellers:

WAVY SWITCHES

No.	Weight	Length	Each Postpaid	Per Dozen
601	1½ oz.	18 inch	$1.35	$15.00
602	2 oz.	20 inch	1.61	18.00
603	2 oz.	22 inch	2.10	24.00
604	2 oz.	24 inch	2.65	30.00
605	2½ oz.	24 inch	3.15	36.00
606	3 oz.	26 inch	4.15	48.00
607	3 oz.	28 inch	4.65	54.00
608	3 oz.	30 inch	5.65	66.00
609	3½ oz.	32 inch	6.65	78.00

The above come in assorted colors.

In sending special orders, mail full length sample of your hair, cut near roots.

Write for new Price List.

WILLIAM R. STREHL CO.

34 MONROE ST., - CHICAGO

A Forecast of Next Season's Toys

Toy importers are, in many cases, still abroad looking for new features at the time of going to press. Not till next month will definite plans for the coming year be ready for the public. It must be remembered that the great Leipsig Fair, which so many try to attend in person, is still a thing of the future. Yet certain forecasts are in the air, and they may be thus recorded:

"Billiken" and his sister made a great "crush" on the Canadian youngster when they first appeared a few weeks ago. Babies cry for Billiken now, and the prospects of his future popularity are splendid. Long life to the "God of Things as They Are!" He will be with us next Christmas in force.

The mechanical toys which are the chief product of the American manufacturer are selling increasingly in Canada, despite the tariff. Demand may be expected to centre chiefly about those which reproduce actual modern every-day activities. The more up-to-date, the better the sale. Cheapness and durability are also great objects.

"Caesar" is a more popular favorite than ever, perhaps owing to the wide sale at Christmas time of the little book describing his devotion to his late master, the King. He is now Queen Alexandra's favorite dog.

The character doll has come to stay, and more and more natural and beautiful variations of the "real face" idea may be expected. Recently, a delicate little statuette of a doll was seen, dressed as a debutante of the season, everything absolutely realistic.

"Teddy and Tafty" formed a pair consisting of Teddy Bear and a fat elephant, creating considerable sensation in a shop window.

The aeroplane in all forms had a fine sale. Improvements are expected. The field is open for the introduction of some new and attractive game which shall rival the late popularity of "ping pong."

Scouts' suits are now a staple and tremendous impetus will undoubtedly be felt in this line all through the coming year. It promises a good thing.

Belts and Belt Buckles

Suedes Occupy Prominent Place for Spring Selling --- Elastic Belts in Steady Demand --- Buckles in Oxidized and Ivory Effects.

Suede belts retailing from fifty cents up to two dollars and a half are a feature of this winter's selling and as prospects now stand, the leaders for Spring. A few velvets have been shown and were well received, and fancy fabric belts are also getting a share of attention.

These come in delicate shades with little touches of color in a garland or knot of tiny pompadour flowers, or in Dresden mixed effects. Beaded numbers are now made so that the buckle may be adjusted as desired without destroying the effect of the pattern. This was a much needed reform.

Steel beadings are very popular, chiefly on black elastic, which is selling well as ever, and appears firmly established in popular favor.

Much silver will be seen in buckles this season, and ivory finishes with faint touches of delicate color will be fine sellers, retailing separately from belt at from twenty-five cents upwards. All dull, oxidized finishes and the greenish shade in gold are best in this as in other



NAIAD

Naiad sounds the highest note of progress in

Dress Shields

The Naiad Shield Value is unapproached because it *does not* deteriorate with age and fall to powder in the dress---is the only shield "as good the day it's bought as the day it's made."

Invisible

Its beauty is unrivalled and in use **The Naiad Shield** is lost to sight in the lingerie.

Clean

Naiad Cleanliness is supreme. It can be **STERILIZED** after use by immersing in boiling water for a few seconds only and pressed with a heated iron.

Unadvanced Price

As **Naiad Shields** are free from rubber and its substitutes, no advance in price has been necessary.

Guarantee with Every Pair

Wrinch, McLaren & Co.

MANUFACTURERS

77 Wellington Street W. - TORONTO

lines, the only difference being that belt pins show many specimens of delicate French grey, instead of the darker oxidized tint.

One of the handsome novelties just imported consisted of a buckle coming in both silver and gilt finish, oblong, plain buckle shape and hammered. Simple shapes and decorations are spoken of as best for Spring trade.

Though it is impossible to predict with any certainty as yet, opinion is rife in more than one quarter that Spring will see a revival of patent leathers.

The Popular Jewelry Lines

Oxidized Silver a Favorite — Bolero Pin the Fad of the Season — Much Inlaid Work Seen on the Other Side.

The fad of the moment consists of a pin from New York measuring about three to five inches long, intended for wear with the flat collar and bow. The longer varieties are pinned cater-cornerwise across the bow. Most of these are in silver in the oxidized effects, some very pretty ones having settings of brilliants. These are called Bolro pins. The shape is generally a fancy one, consisting of a sheathed sword with jewelled hilt or tassel. Usually the decoration appears about one-third from one end, the pin tapering very much in shape towards the other.

Brilliants are still leaders among hat-pins and in all popular jewelry. Strings of pearls are now coming in specially strong, and graduated coral beads in bright pink are very popular in New York. Amethysts are seen in muff chains and in necklets, standing next to brilliants in public favor. All semi-precious stones will be popular in good imitations for the coming season.

Cashmere silver is a favorite metal for pendants, chains and all dainty, semi-precious jewelry for Spring. Filigree effects will be much seen both in single pendants and more elaborate necklets. Plain-rimmed stones form a favorite necklet for Spring. Cloissone beauty pins were a new importation which promises well.

A great deal of inlaid jewelry characterizes the new season in the United States, and the effects of this is felt here in some of the buckles, pins and pendants newly imported. The most important feature so far noticed in men's tie-pins and links is the careful matching to the tie or shirt with which they are to be worn.

A novelty of considerable interest was a beauty pin which had the pin made in one piece with the inside bar so that it could not come more than half open, or loosen and drop out. This device prevents slipping when pinning and renders the article more durable.

Coiffures are More Massive

High Novelty is the Puff Pin — Straight Bandeaux Giving Place to More Ornamental Effects.

Controllers of the world of fashion are not content to let styles in hairdressing come to a standstill any more than styles in anything else, and this season is no exception to the rule. In the evolution, coiffure ornaments play their part, and already there is impending the departure of the straight bandeau of metallic lace, tapestry or jewelled ribbon, and the ad-

The Secret of Getting Satisfaction in Hair Goods

IS KNOWING WHERE TO BUY THEM



As manufacturers, we claim to be the right people. It is certainly a mistaken idea to think that you can do better by importing such goods for at least two reasons, the saving of the duty and the shorter time it takes to get them. Possibly your salesladies have had calls for "Ne Plus Ultra" Human Hair Pads. **We are the Manufacturers.** The above picture shows the most salable styles at present. Before buying any such goods consult us, we shall be pleased to submit samples for comparison.

J. PALMER & SON, Limited 5 and 7 DeBresoles Street MONTREAL

TRADE W.G.R. MARK

ANNOUNCEMENT TO THE TRADE

SPRING LINE—1911

We desire at this time to call the attention of our many customers to the marked change which has taken place in the styles of Ladies' Collars.

After a long and successful sale of fancy embroidered collars, the pendulum of fashion has swung to the other extreme, and linen, French repp, and pique, in decidedly plainer effects, have become the vogue.

The latest Parisian styles, in a variety of shapes and heights, are found in our samples.

Ladies' soft Lounge Collars in white sylken and French repp, complete with pearl fasteners, are novelties in ladies' outing neckwear, for which a large sale is predicted.

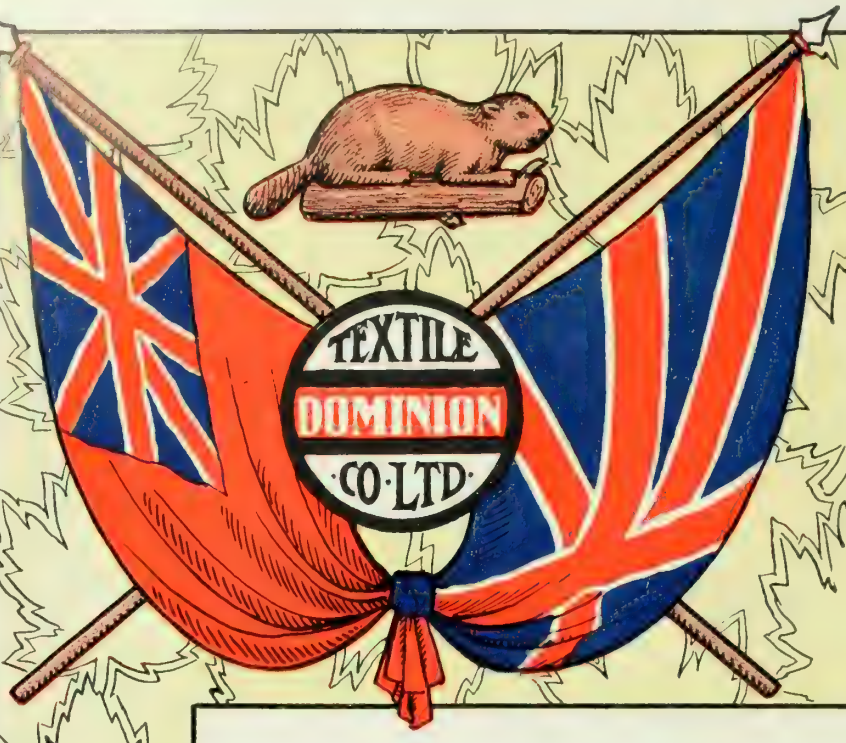
If you want the correct Ladies' Collars for 1911 we have them.

Wait for our salesman.

THE WILLIAMS, GREENE & ROME CO.
Limited

BERLIN, ONT.

Factories: Berlin and Hanover.



CANADIAN
ARE EQUAL TO T
AND THEY ARE

WHILE the people of Canada may be divided in opinion between the advisability of maintaining a Canadian Navy and of making direct contributions of money to the Imperial Naval authorities, there is no division of opinion as to the advisability of maintaining Canadian Industries.

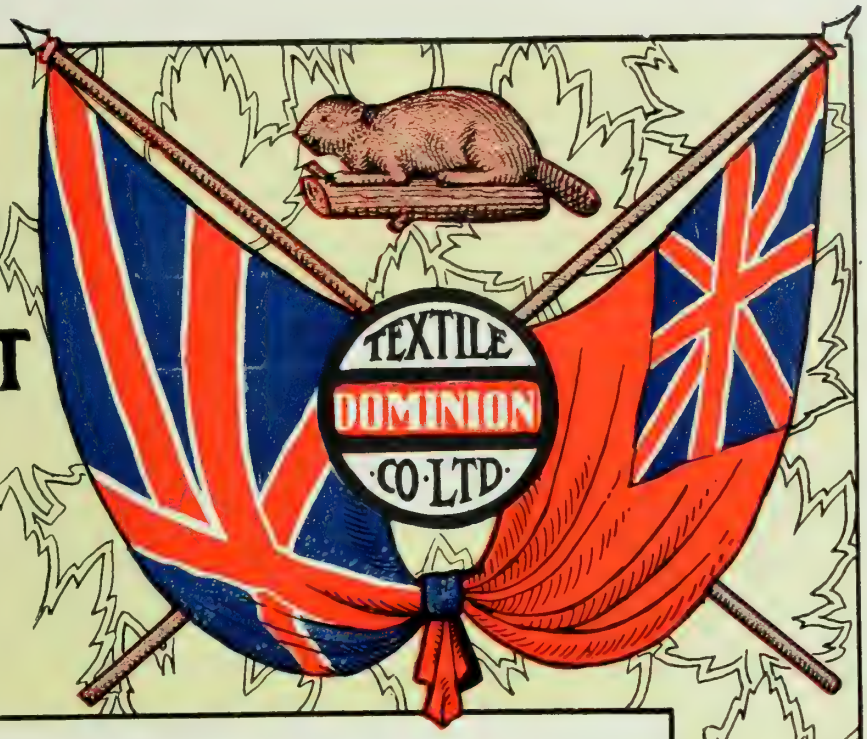
Manufacturing industry is as necessary to our national growth in the arts of civilization as is Agricultural Industry; in fact, the two industries go hand in hand, each providing a home market for the other.

We cannot expect to grow in nationhood; to cultivate the prestige and racial cohesion that come as a result of an important national commerce, unless national manufacturing industry exists in sufficient variety to provide, in Canada, adequate outlets for the creative genius of a growing population.

Dominion Textile C

MONTRE

TEXTILES
HE WORLD'S BEST
CANADIAN



BUT "Business is Business;" and on pure questions of profit and loss the present generation of Canadian business men must leave posterity to take care of itself. We would be the last to expect support from enterprising merchants purely on the grounds of loyalty to the Dominion. The point we wish to drive home is, that in the textile business at least, Canadian merchants are able to secure, here in their own country, as wide a range of goods, and as desirable a range of values, as can be had anywhere in the world. As a matter of fact there is more profit for Canadian merchants in Canadian print goods than in the generality of imported lines. Therefore, on principles of strict business, no less than on the important principle of loyalty to national industry, our products are worthy of your especial attention.

ompany, Limited

AL

Write for These Two Dainty Gifts Now



A beautiful little 1911 Calendar mounted on hand-painted linen; and "A Glimpse into Daintyland"—our book illustrating a thousand-and-one attractive novelties for profitable retailing in your infants' goods department—handsomely printed on plated stock and encased in artistic hand-decorated cover.

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Let us send these two Dainty Gifts to you—a line brings them.

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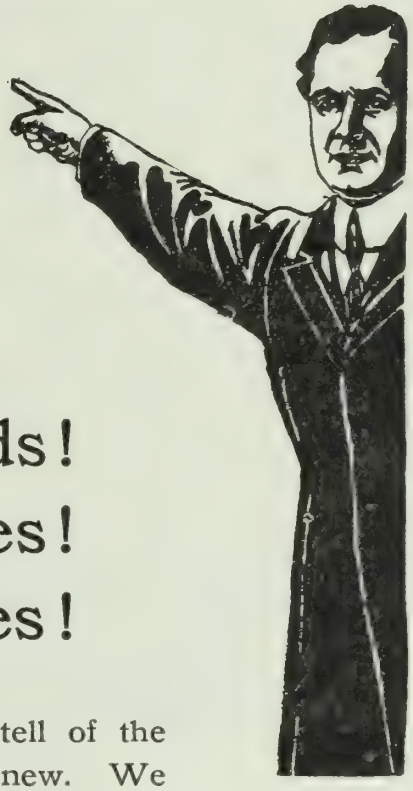
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MANUFACTURER AND IMPORTER OF NOVELTIES FOR INFANTS

162 West 21st Street, - - - - NEW YORK

The Novelty House
in Hair Goods

FAST as anything new comes to the surface we get it. New goods are coming to us all the time, and we miss nothing that is likely to be in demand. If you want the cream of the trade in Hair Goods and Ornaments, this is the House to lean on for novelties.



—We have the Goods!
—We have the Styles!
—We have the Values!



No chance here to tell of the many things that are new. We are the acknowledged Headquarters for everything that is worth while in our line, with a constant succession of surprises. Last year rounded out the biggest trade in our experience. This year we have planned to do still better. Write for samples, or ask us to call. We go anywhere for business!

Phillips & Wrinch
LIMITED

80 Bay Street, Toronto

MONTREAL SAMPLE ROOM: 24 La Patrie Building.

vent of the flowered wreath of soft silver or gold tissue beaded bandeaux of silver or gold lace, with cabochons of the beads at the ends, and folded drapes of metallic tissue, caught with jewelled buckles.

For the mature woman, the wheat and oat shapes are finding special favor in the arrangement of these tissue ornaments. All sorts of flower and leaf forms are brought into play, and many of the dainty silk buds and flowers are powdered with that crystal mystery known as diamond dust. For the young girl at home the classic ribbon band is still a prime favorite and for evening wear the softer drapes of chiffon and tulle are much in evidence. Jewels and imitation jewels also find their special niche in arranging the evening coiffure. Strings of pearls, imitation coral, emerald or sapphire beads are woven in and out through the soft waves of hair in true Oriental styles. Gauze flowers, silver and gold bands and satin ribbons chosen to harmonize in color with the gown are interwoven with beads, or caught by jewelled pendants.

As regards the arrangement of the hair itself, coiffuriers claim that those who think hairdressing styles have reached their limit in massiveness are deluding themselves, and that coiffures will be larger than ever during the coming months. In their arrangement curls will have a vogue almost, if not quite, equal to that of the days of the Louis. There will be puffs and ringlets galore, arranged in every concivable manner.

The short fringe or bang is creeping back into favor for those to whom it is becoming, and they are not the women with low foreheads.

One of the newest arrangements is to have the crown of the head covered with a mass of loose curls, a swirl of hair drawn about the base, and a few curls hanging coquettishly down the back. In another style there is a wire hair-covered frame adjusted about the head and covered with a thick braid of hair. For these very thick braids which are so popular this season there are shown new pins which are turned back at the head for an inch or more, giving a much firmer catch in the hair without in the least being a strain on the head.

In another new style the hair is braided and crossed at the back, a number of loose finger puffs being drawn out at the sides to give the necessary fluffy appearance.

The puff pin is a device for holding the ever-fashionable puffs in place. It comes in shell color chiefly, both light and dark, and is to be distinguished by its rounded end.

Strand and buckle barettes are selling briskly as before, and are so far the season's most favored line. All present indications point to their having a long run.

A new pad consists of short hair (real), attached all along the length of a leather strip; this may be brushed from one end downwards, appearing like a switch, or fluffed to any desired degree. It is impossible to detect this form of pad as it mixes quite readily with the hair, and even if seen appears absolutely natural.

W. E. Edwards, Brantford, has disposed of his grocery business to Robinson Bros., and has opened a new dry goods store on Market Street, Brantford. He has had it equipped with modern fixtures.

W. R. Baird, for five years with the dress goods department of Ogilvie, Lochead & Co., Brantford, has purchased the general dry goods stock of J. C. Struthers, Colborne St., that city, and will continue the business.

COIFFURA "TIDY-WEAR"

PATENTED FRINGE NETS REGISTERED

THE ONLY PERFECT-FITTING REAL HUMAN HAIR NETS

NOTE THE TIGHT HAIR

Made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening

R 22, Large R 23, Extra Large R 24, Allover R 26, Superfine

ROSENWALD BROS., Sole Manufacturers and Patentees, London, Paris and Vienna. Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.

Sole Agents for Canada: DIECKERHOFF, RAFFLOER & CO., Limited, Cor. Simcoe and Wellington Sts., Toronto, and 525 St. Paul St., Montreal

We stock every line of LACE and EMBROIDERY trimmings suitable for manufacturers of Ladies' Garments and Neckwear.

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Spitzer Bros. & Co. Limited

HEADQUARTERS FOR IMPORTED

Laces Embroideries Nets etc.

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J. FRED LEITCH MANAGER

Send for Samples

CALAIS BARMEN

Buy from us and you deal with the manufacturer and you SAVE the middleman's profit.

Montreal Representative, JOHN McBOYLE, 314 Coristine Building.

Please mention The Review to Advertisers and Their Travellers.

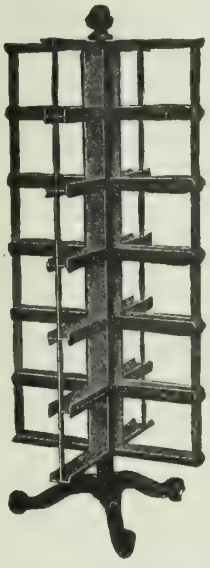
1910 The Meeting of the Years 1911

January and December are months that mark the Meeting of the Years—a time for looking back and a time for looking ahead.
As to the year that is past, our forecasts were fulfilled. As early as April we announced the great vogue of Paisleys, India Cashmeres and Velvets in Cordeliere effects; and the tide turned as we foresaw. It has been a big season—and the end is not yet.
As to the year that has just opened, we are already in a position to outline certain directions which trade will take. For the first three months of the year Velvets will prevail; while Spring and Summer will witness a new impetus to Tapestries, Paisleys, Indias, Suedes and Mochas. Cordeliere Bags will lead as heretofore, but Metal Tops and Leather Covered Handbags in medium sizes will retain their standings.

We wish our readers a Happy New Year.

P. W. LAMBERT & CO.
Manufacturers of Fine Leather Novelties
64-66 Lispenard Street NEW YORK

350% NET PROFIT



This Rack Free

From handling the most profitable
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A Drawing Card for Your Customers. Require Only One Foot of Space.
1000 beautiful embossed, colored and gold stamped

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A.B.C. 5th Edition used

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S. UBUKATA, Pres.
G. SAKAMOTO, Vice-Pres.
J. POWLEY, Sec.-Treas.

Japanese Silks,
European Silks,
American Silks,
Silk Ties, Handkerchiefs,
Drawn Linen, etc.

Importers and Manufacturers of

Silks, etc.

24 WELLINGTON ST. WEST
TORONTO, Canada Jan. 5th, 1911

TO SILK BUYERS:

Because of our accurate knowledge of the business in all its details, acquired through a life's special training from the culture of the worm down to the time the finished product reaches the consumer, we appeal to the best judgment of the Canadian buyer.

Our Company comprises Messrs. Ubukata, Powley, Nixon, Sakamoto and Harrima, who were all for many years connected with the old firm of K. Ishikawa & Co., so well known to every Dry Goods Merchant in Canada, and their connection with that firm has brought them into close touch with the Canadian trade and its requirements, thus placing them in an excellent position to provide for the varied interests of our customers.

With combined forces and experience in merchandising we are following the good old motto:

To create a reputation by offering reliable, up-to-date, honest values.

All of our silks will be in every respect worthy of best traditions, and we spare neither time nor expense in serving our customers.

Try our Mail Order Department. We have in charge one whose familiarity with the varied requirements of the country places him in a position to intelligently interpret your wants, and every order receives special attention.

Wishing you a bright and prosperous New Year, we are,

Yours faithfully,

THE SILKS COMPANY, Limited

Shigeshkah
President.



Silk Prices Advancing

These Fabrics Have Figured Heavily in Winter Styles and Will Undoubtedly Repeat for Spring.

FOR some time now the most prominent fashions have been such as could only be developed in silk fabrics, and an additional incentive to the free use of silks has been the very moderate price at which good quality silks could be obtained. Silk fabrics have now a firm hold, and during the coming Spring and Summer, will rank high amongst the season's materials. There has been a very extensive demand for silks this Fall, and one that has gathered increasing strength as the season has progressed. The takings at the silk and velvet counters have been a material help in keeping up the average returns in the dress goods department.

Foulards in Prominent Place.

The most prominent place in novelty silks is taken by foulards, and the largest advance orders in many years have been placed for the coming Spring. There is every indication of an extended popular sale for these silks as they have been gaining in strength since the early days of last Summer. As a fact, their sale did not drop with the Summer season, for foulards have sold well in the city stores for dresses, linings, etc., to some extent also, for foundation purposes all through the Fall and Winter.

Dot, stripe and ring patterns printed on soft twill and kid finished satin grounds that are further embellished with jacquard effects are the class of designs most prominently brought out for Spring selling. Among the novelties shown are faleonne effects, with widely spaced over-printings in ring and spot designs. Bordered effects are also included among the high novelty lines.

The styles for Spring make soft-finished clinging fabrics desirable, and therefore messalines, paillettes and other makes of satin-finished silks are desirable. In silks of this class, extensive preparations have been made for a big black season.

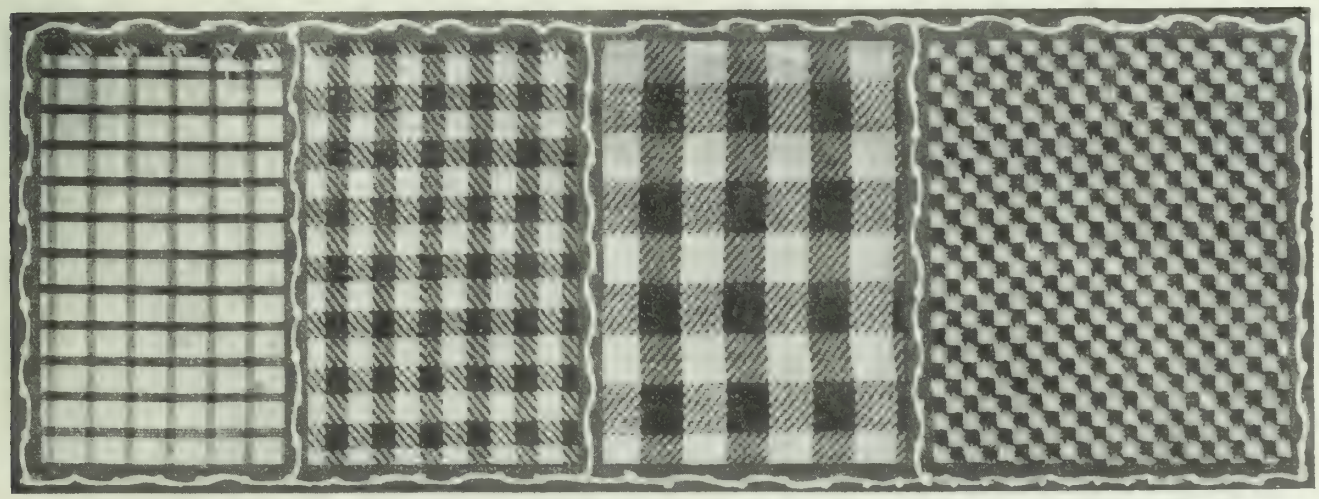
Extensive Co'or Range.

They are also shown in pencil stripes, line checks, and in jacquard effects in black and white, black and blue chiefly. There is no question to the fact that blue is to be the leading color, and that an extensive range of shades from dark navy to soft royal and electric shades will be extensively worn. Other good shades are copper, reseda, moss, heather and mauve. Fancy taffetas, principally in stripe and check patterns in white and black and in black and white are the leading feature in blouse silks.

Silk voiles and marquisettes are selling well at present and are expected to be a leading feature in the dress department when the Spring season opens.

Velvets and velveteens have been in big demand ever since the season opened, and are at present the leading sellers in the dress department.

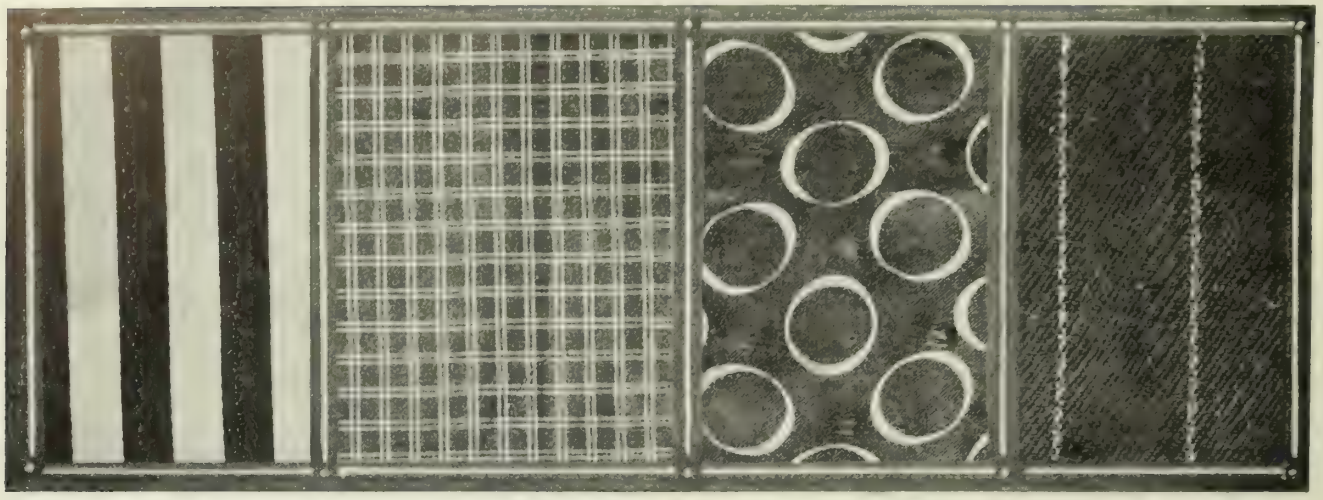
Velveteens in black and navy, particularly, are decidedly scarce. The wholesale trade is practically sold out, and the makers are advancing prices. Velveteens are expected by many buyers to sell well for early Spring, as its weight and texture make it a desirable fabric for that season in Canada. As a fact, it is more suited to that season than for winter wear. This year, however, it has been the velvet dress that has been fashionable, worn, as a rule, with a long fur coat. Dress goods buyers who are making plans for the Fall season of 1911-12 are favoring velveteens and velvets for that season.



Line checked taffeta—Shown by The Silks Co., Limited, Toronto.

Shepherd's checks—Shown by William Agnew & Co., Montreal.

Checker-board effect—A New York Novelty.



Satin-striped Taffeta. Black and White Check Silk. Jacquard Foulard Silk. Pencil-striped Serge.
Shown by The Gault Brothers Company, Limited, Montreal.

Raw silks are advancing, and the indications are all in favor of further advances, therefore it is very evident that the present prices for silk fabrics cannot long be maintained. In all the silk markets of the world, Yokohama, Canton and Lyons, the market quotations show the same upward tendency, and it is a significant fact that the higher prices of the raw material have not checked the buying of either the European or American manufacturers.

Buying Confined Chiefly to Staples.

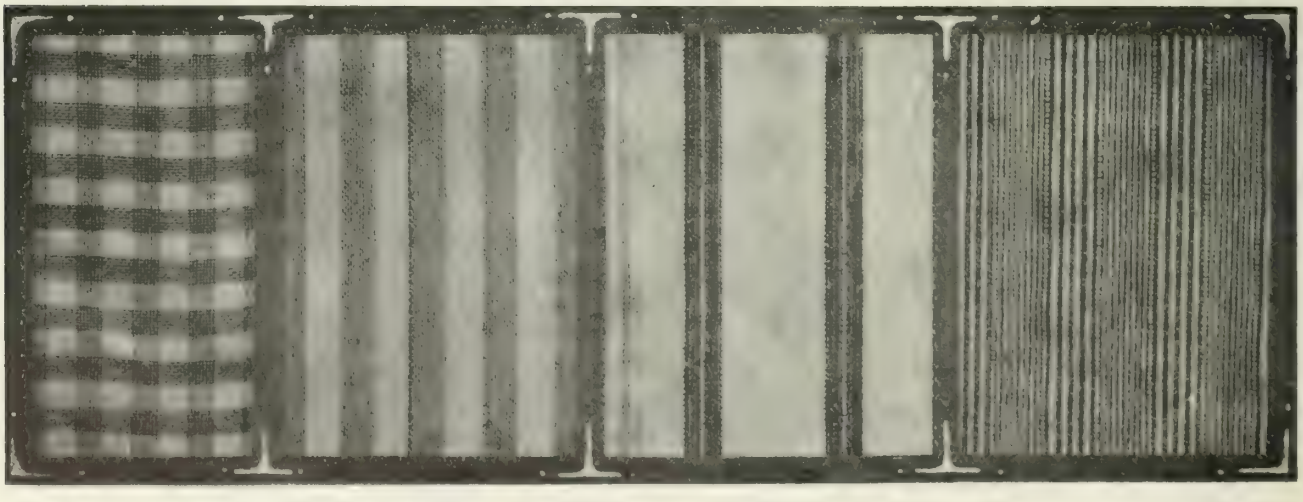
Buying for Spring so far has been restricted to almost staple lines, and has been conducted on a much more conservative basis than usual. The best sellers have been fabrics that are suited to the needs of the manufacturers of ready-to-wear garments. Serges, taffetas, and silk and wool mixtures have been the best sellers and both silk and wool, and worsted voiles are meeting with favor. Pencil stripes are favored in all fabrics in serges, worsteds and voiles, as well as in silks, etc. Mixture greys in suitings and homespuns are also included. Rough serges and tweed effects in black and white and in tan mixtures are selling to the city retail stores and to the ladies' tailors for suits and separate coats and for this class of trade Scotch effects and Bannockburn tweeds and rough homespuns are indicated for the coming Spring.

Black and White Featured

In Sheer Wash Goods They Will Have Strong Position — Record Season in Prospect

Notwithstanding the high price of raw cotton, the trade is preparing for a record distribution of cotton fabrics during the coming Spring and Summer. The favored fabrics are of such a nature that the cost of manufacture is of more importance than the item of raw material.

The bulk of the season's orders have been placed upon sheer light-weight fabrics, such as voiles, marquisettes, dimities, mulls, lawns, batistes, cotton foulards. Some buyers are doubtful as to the acceptance of voiles and marquisettes, chiefly because in their estimation it will be necessary to add the expense of a slip to that of the dress. Though a silk slip may be deemed necessary for some occasions it is doubtful if this fashion will be very generally followed. In the majority of cases it is extremely probable that the usual lingerie will be deemed sufficient. Buyers must remember that the sales tendency in ladies' whitewear has for a decade been in the direction of sheerer and more expensive goods and that the whitewear made by Canadian manufacturers and stocked by the retail trade



Striped and Checked Silk Dress Voiles — Shown by John Macdonald & Co., Limited, Toronto.

Priestley's



FABRICS have Distinction and Superiority

This combination is perfected in their Newest Cloth

Heath Coating

The name

Priestley's

is stamped every five yards on the selvedge.

Priestley's

Dress Fabrics

For Spring, 1911

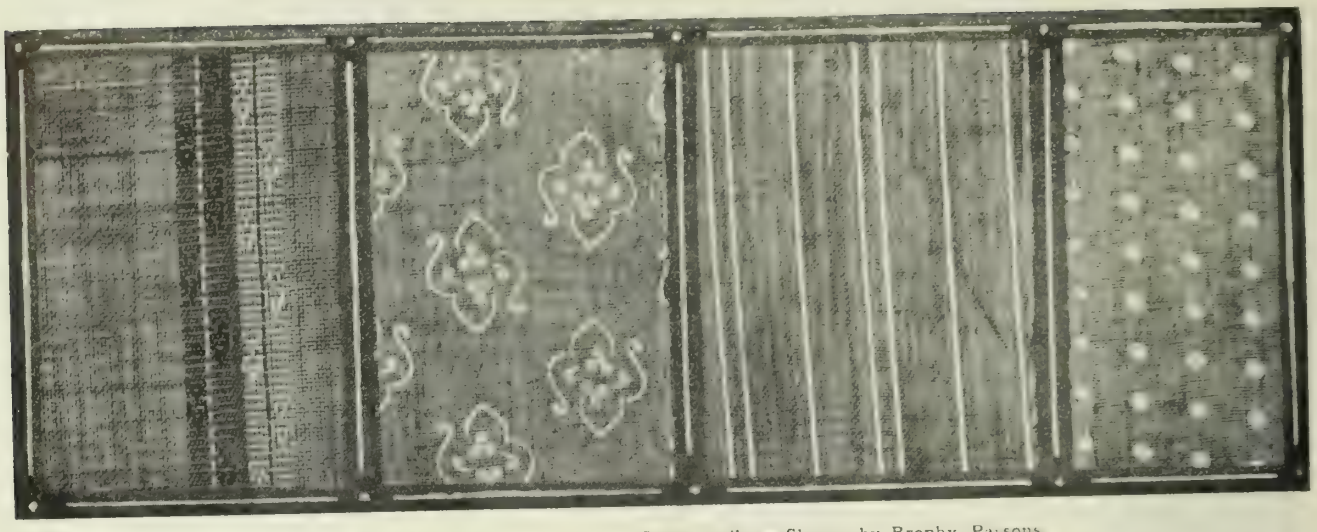
Make a leader of Priestley's Fabrics in your Dress Goods Department. They will benefit both yourself and your customers.

Wool Taffeta
Wool Panamas
Wool Voiles
Wool Rosettas
The Abbey Suiting
The Bengal Suiting
The Acadia Suiting
Rainproof Cord
Chameleon Resilda
Tussah Royal
Veronese Ottoman
Hairline Stripe Mohairs
Hairline Stripe Serges
Hairline Stripe Panamas
Cravenettes

Sole Agents for PRIESTLEY'S Dress Goods

Greenshields Limited

MONTREAL



Wool Voile — Shown by The W. R. Brock Co,, Limited, Toronto and Montreal.

Cotton Voiles — Shown by Brophy, Parsons and Rodden, Montreal.

is of a sufficiently dainty character to be effectively worn as a foundation for the sheerest of voile or marquisette.

Printed patterns dominate and while stripe and dot designs predominate, there are many neat floral patterns shown, and just an indication that floral effects are on their way back again. Foulard patterns are strong, both in black and white and in all the colors favored in the silken fabric. Quiet combinations in Paisley and Persian patterns are proving decidedly good sellers, and inexpensive voiles are enriched with silk and satin stripes, either real or mercerized.

The prediction is made that fewer chambrays will sell, their place being taken by zephyr ginghams. Contrary to the rule in other fabrics, checks dominate plaids in these goods. Prints will be stronger counter-sellers than for some time and are shown in striped, checked and foulard patterns in black and white and in novelty colors. One big recommendation is that these novelty colors can be guaranteed fast in the wash.

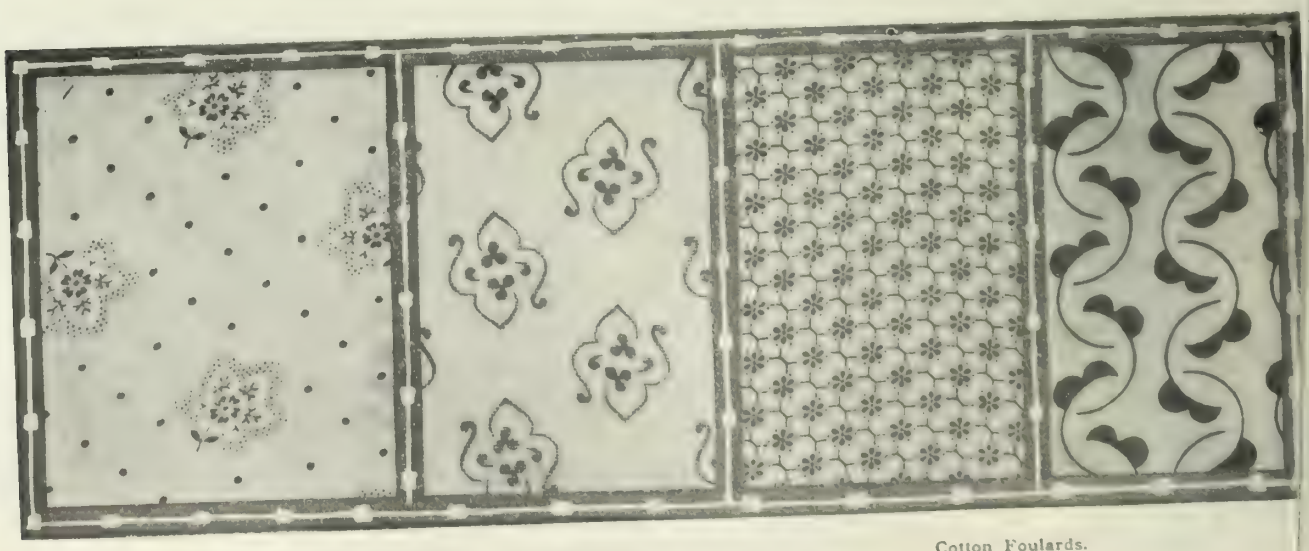
Mercerized suitings in reps, pongees and linen effects are being shown in rich color lines and in prices that are calculated to insure their sale. The city trade will take these goods for the making of separate coats, but it is to the country merchant that they make their chief appeal.

Canadian Staples Outlook

Year Opens With Bright Prospects — Prices 15 to 25 Per Cent. Higher and are Still Trending Upward.

The new year opens with a bright outlook in the Canadian cotton trade. Prices continue firm, with the prospect of better to come, and good business is being done. Mill men and dealers alike are optimistic of a splendid season to come in all lines of staple goods.

It is pretty generally conceded that price quotations for staples are still too low as compared with the prices which have to be paid for raw cotton. As anticipated raw cotton prices have continued to rise, and each successive ginning report has established more firmly the need for conservation in the cotton market. A few of the Canadian mills are still working on November prices, preferring not to run any risks of upsetting early Spring trade, and are making offerings which cannot possibly hold good for very much longer. The last ginning report for the season is due about the fifteenth of January, and it is expected that that date will mark a settled change in the price of staples generally, and a change which will be for higher, not for



Dimity Cotton Voile Cotton Foulards.

Shown by Brophy, Parsons & Rodden, Limited, Montreal.

To the Trade :

"CRUMS PRINTS"

The Calico Printers' Association, Limited, of Manchester, England, the sole producers of these goods and proprietors of the name "Crums Prints," give notice that these goods are sold in one quality only and invariably bear this stamp



indicating that they are the genuine article.

SPRING 1911

Dress Goods Department

HAIR LINE STRIPES IN NAVY AND WHITE,
BLACK AND WHITE, AND CREAM AND BLACK
:: :: GOOD IN SERGES AND PANAMAS :: ::

USE OUR WELL-ASSORTED STOCKS

Sole Agents for Priestley's Dress Goods, the mainstay of the leading retail Dress Goods Departments all over Canada.

GREENSHIELDS LIMITED

MONTREAL



Serpe
C
for-SPRI

We desire to call the attention of wi
new styles of Serpentine Crepe prepare

Deliveries of first selections of th
all Jobbers. Re-orders already
Jobbers show that the new styles
permanent crinkle of Serpentine

Elaborate swatch books, measurin
styles, have been mailed by us
through error, any Retailer selli
received a swatch book, we shall es
to us for one, and thus be in posi
his Jobber all the new styles and

Pacific Mills, I

Serpentine Crep

Greenshields L

We are preparing a large
leaflets, showcards, etc.
send samples to any it

TRAD
PACI
MARK

ntine
epe
NG-1911

-awake Retailers to the twelve for the coming Spring season.

styles have been made to ceived by us from these d colorings, as well as the epe, are highly appreciated.

6x10 inches, showing these all leading Retailers. If, Serpentine Crepe has not em it a favor if he will write n to see and purchase from lorings of this famous fabric.

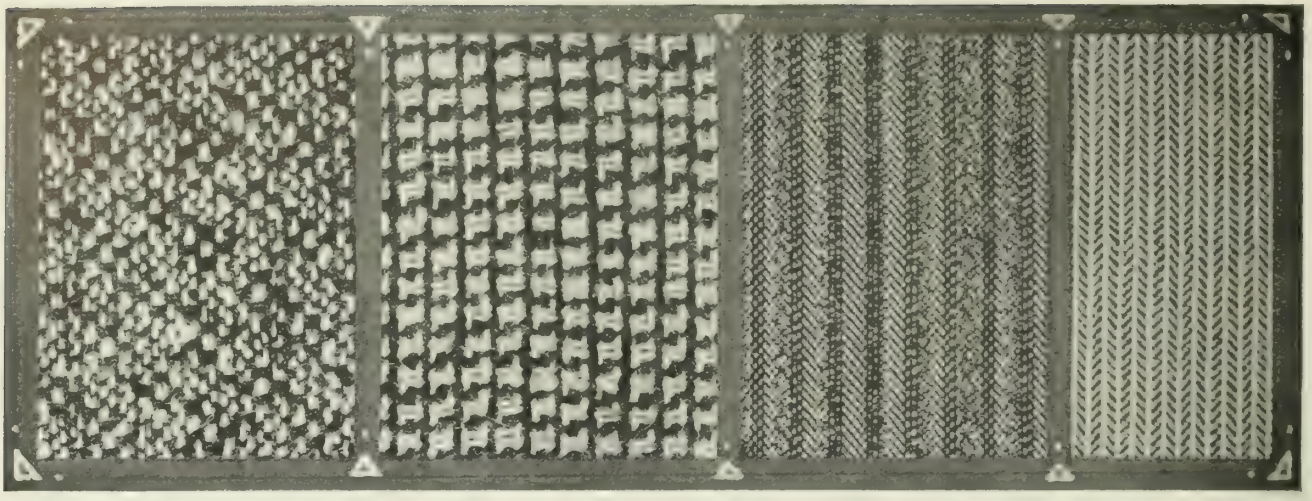
oston, Mass.

Distributors

d., Montreal

ne of circulars, cuts, nd shall be glad to rested retailer.





Tweed Effects and Mannish Suitings—Shown by Nisbet & Auld, Limited, Toronto.

lower prices. Mill men expect that a sixteen-cent cotton rate will be uniformly adopted within the next thirty days, after which price lists will be finally arranged for the coming season's trade.

Good Demand for all Lines.

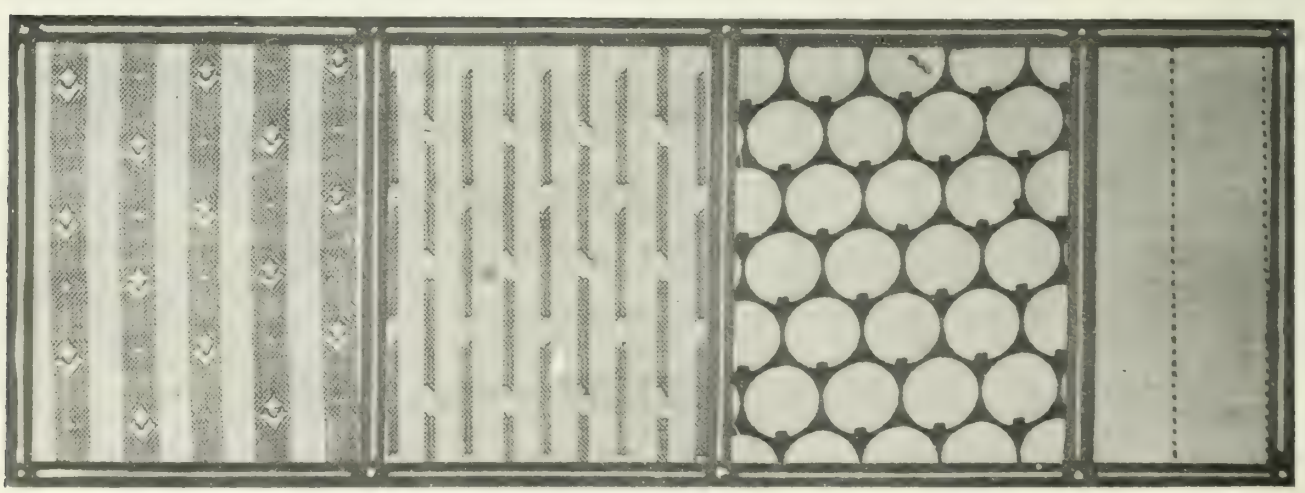
Travelers home for their holidays report the demand on the road for all cotton goods as having been very satisfactory during their fall run, and especially so in the heavier lines, such as ginghams, shirtings, denims, and similar materials. Judging by the orders received there are few merchants at all well stocked in any lines of staples, having apparently allowed their stocks to run fairly low before re-ordering, in the hope of obtaining them at lower prices. The result has been that while orders have not been phenomenally large in any particular lines, there has been a steady all round demand which has been very encouraging, and, realizing as all retailers now must do that prices must inevitably rise, prospects are exceedingly good for the coming season's trade.

December Trade up to Usual Mark.

The month of December,—a sort of between seasons' period,—proved rather slow, as usual, but no more so than the December of other years. With the retailers the month has proved, generally, exceptionally good. Most of them state that the Christmas trade has been very good, better than other years. Others are even more jubilant, and pronounce it as about the best they have ever had. Not only so, but the public generally seem to be looking forward to doing considerable buying during the early months of the new year.

That prices will undoubtedly be from fifteen to twenty-five per cent. higher than last year is the belief of those who follow the cotton trade at all closely. There is even now a general movement toward the change. The Dominion Textile people have already made a radical change in prints. Their number 3 quality, listed in November at 9 cents, less 15 per cent., they have withdrawn from the market entirely, and have substituted a new cloth of lower grade, listed at eight cents, less 15 per cent., so that the trade may be able to sell it at eight cents straight. Number C cloth formerly listed at eleven cents, they will now sell at ten cents, less 10 per cent., so that the trade may sell it at ten cents.

The Murray Clothing Co., Toronto, has been incorporated with $50,000 capital to manufacture, buy and sell clothing, dry goods, boots and shoes, haberdashery, housefurnishings, etc. The incorporators are J. W. Curry, T. J. W. O'Connor, H. C. Macdonald, N. L. LeSueur, and M. G. Kaufmann.



Silk and Cotton Fancy Stripes – Shown by Brophy, Parsons and Rodden, Limited, Montreal.

Foulard — Shown by The W. R. Brock Co., Limited, Toronto and Montreal.

Pencil-striped Serge—Shown by Greenshields, Ltd., Montreal

LINEN DEPARTMENT

Our Linens and Handkerchiefs are at Old Prices,
Notwithstanding the Market Advances.

OUR LINEN STOCK IS COMPLETE IN :—

TABLE LINEN TOWELS TOWELLING NAPKINS
ETC. ETC.

FANCY LINEN TRAY CLOTHS RUNNERS CENTRE PIECES, ETC
In Scotch, Irish, German and Japanese Manufacture.

Sole Agents for Canada for the Celebrated Linens Manufactured
by Jas. & Thos. Alexander, Limited, Dumferline, Scotland.

HANDKERCHIEFS, EVERY STYLE, FOR LADIES AND MEN.

GREENSHIELDS LIMITED
MONTREAL

WE OFFER to the merchants of the Maritime Provinces, wide ranges for selection, good values and good service.

We ask for their patronage.

An order given to one of our representatives or sent direct to us will receive our prompt and careful attention.

VASSIE & COMPANY, LIMITED
Wholesale Dry Goods and Woollen Merchants St. John, N.B.



Dress of Foulard, Trimmed with Satin and Embroidered Bands.

SILK DEPARTMENT, Spring 1911

EVERYTHING WANTED IN SILKS

TAMELINES CREPE DE CHINE GROSGRAIN SATINS

JAP SILK FAILLE FRANCAIS SATIN DE CHINE SHANTUNG

MOSCOVITE DUCHESS MESSALINE TUSSORS MOIRE

BENGALINE CHARMEUSE COURTLAND CREPES

UNTEARABLE SERGE BLACK MERVEILLEUX VELVETEENS

TAFFETAS PAILLETTE FOULARDS SILK AND COUCHE VELVET

SILKS WILL BE VERY POPULAR USE OUR STOCKS

GREENSHIELDS LIMITED

MONTREAL

SOUTHALLS'

SANITARY TOWELS

The Original and Best.

Modern science and the spread of Hygiene made the invention and manufacture of Southalls' Sanitary Towels possible. Since 1880 they have become widely known and appreciated as an indispensable article for ladies' use, possessing advantages which recommend them to every woman.

Apply for full particulars and samples to the Agent for the Dominion, J. M. SCHEAK, Carlaw Buildings, Wellington Street West, TORONTO

Southalls' Accouchement Sets (containing all Requisites, in 3 sizes).
Southalls' Sheets for Accouchement and other Sanitary Specialities.

Manufactured by
SOUTHALL BROS. & BARCLAY Ltd., Birmingham, Eng.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

KING'S
Established 1775

FAMOUS
Sold by leading Jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

STAR BRAND

SHEDS PROSPERITY



New Year 1911

To all our friends in the Dry Goods Trade - GREETING!
For your many past favors - - - - - THANKS!



That abundant PROSPERITY and GOOD HEALTH may attend you in the coming year is the cordial wish of

The Star Whitewear Manufacturing Company

Berlin, - Ontario





READY-TO-WEAR GARMENTS

Preparing for Coat Season

Good Business Expected in Separate Coats — New Models are Smart and Without Fresh Features.

AS dresses promise to be such a strong line for the coming Spring, manufacturers are confident that there will be a big sale of separate coats, consequently the line put out is an extra strong one. The new models will appeal to buyers because they are smart in effect and while following the new, straight lines, there are no freak features to make sales difficult. The collar is a very important feature and sailor or pointed collars and large revers are freely used. The exception is the motor coat which as a rule shows the military collar and the buttoned-over side fastening. The revers, as a rule, are of the same cloth as the coat, the collar being of satin, matallasse, moire, or pongee. Wide braids, matallasse and metal buttons are the leading trimmings used. Serges, tweeds, homespuns, satins, mohairs, Rajahs and linines are the leading coat fabrics.

Pencil-striped serges in white and black, black and white and blue and white promise to sell freely, and there is an indication that mohairs in pencil stripes will be favored.



A Popular Tailored Effect. An "Eclipse" Checked Muslin Waist

Shown by Eclipse Whitewear Co., Ltd., Toronto.

Dressy coats show a tendency to satins and the high novelty here is the wool-backed satin. This is a new fabric that Paris has favored during the past year, both for separate coats and tailor-made suits.

Wool back satin has the rich sheen and lustre of a silken fabric combined with the soft draping and the uncrushable qualities of fine wool material.

Heavy felt backed satins have scored a success in New York during the Fall and Winter and have paved the way for the lighter make of cloth for the coming Spring. This new cloth will be developed into handsome high-grade garments and will constitute the chief novelty cloth of the season.

The New Spring Suits

They are Built Upon Straighter Lines — Strictly Tailored With Little or No Trimming.

Though the advance orders for suits have not been particularly liberal, the opinion is expressed that a good suit season is ahead. It is becoming more and more the rule for buyers to delay the placing of orders for suits until the time they come into the market in January. This policy certainly crowds the manufacturer and makes delivery uncertain, but it means that the buyer gets the new styles.

The suits for Spring, 1911, are built upon straighter lines, and are strictly tailored and made up with little or no trimming. The tendency is towards shorter jacket models, the extreme being 22 in. long. The 26 in. coat seems to be the length most favored, though some smart models are a little longer. Notched collars and small revers, often with the revers of the cloth and the collar of moire or satin, are the usual neck finish. The closing being accomplished by three or four buttons. The sleeves are of the coat variety set in with little or no fullness at the top, and finished with buttons or a simple cuff. The main point is that the newer models fit over the shoulders and hips and not at the waist line. This is the fashion tendency, but it is more or less modified and the buyer can find plenty of models that are not extreme in this particular.

The more dressy suits show sailor collars ending in narrow revers, and some large revers are also seen. Braid trimmings are also used, but there is no great elaboration.

Skirts are plain and straight and the width is a most important factor. Even in high-grade models extremely narrow widths are not shown, from $2\frac{1}{2}$ to $2\frac{3}{4}$ being the almost invariable skirt width. A skirt of this width gives the narrow effect and yet does not interfere with the wearer's movements.

The new skirts have an even number of gores and four and six gored skirts are in the majority. Most skirts have panels both back and front and extra width is often given by the introduction of pleats at the sides of these panels. These pleats are pressed perfectly flat and only show when the wearer is walking.

Mixture greys and navy are in close rivalry for first place with mixture effects in tans fair sellers. Striped effects in grey tweeds and hair-line stripes on white, navy, black and grey grounds are in high favor and black and white shepherd and fancy checks are assured sellers.

Skirt Talks

No. 5

Skirts, like humanity, are naturally divided into three classes, Good, Bad and Indifferent.

And the *really good* ones are scarce.

There are so many things that must necessarily be combined in a skirt before it can properly qualify for the Good class that not many manufacturers care to take the trouble.

It must be properly cut from patterns, not graded, but *accurately measured.*

The material must be of *good quality,* and it must be *thoroughly shrunk* before being cut.

Then the garment must be *well made,* not rushed through the factory at neck-break speed, in order that an operator on piece-work can make decent wages.

These three essential qualifications are combined in one Canadian skirt—*The Livingston & Scott Skirt.*

It is the one skirt that any self-respecting merchant will not be ashamed to sell his best customer.

It has the proper hang on the wearer.

It looks as if it were made *for her.*

It will keep its shape till the end.

It sells at a fair price and is *worth every cent of it.*

We should like to send you a sample order of these "Different" Skirts. We know *you* will like them, and that *your customers* will like them.

There's good profit in them, too.

Send for a sample lot to-day.

Livingston & Scott

Clendennan Avenue

TORONTO

Wide Variety of Fabrics

Dresses and Costumes for Spring Selling Represent Adaptability and Price.

Manufacturers are deservedly enthusiastic over their ranges of dresses and costumes for Spring selling. This is a section of the garment business that has grown from small proportions until it embraces a line of dresses suitable for wear on almost all occasions and runs from the useful serge or cotton gown to high-priced afternoon and evening dresses.

The more dressy lines are excellent sellers at the present time and will continue to sell while the social season lasts. In connection with this trade mention may



Swiss embroidery dress, made in white only. Yoke back and front alternate rows of fine lace insertion and 1-16 inch tucks. This dress has the Empire back and three-quarter sleeves. Made by the McElroy Mfg. Co., Ltd., Toronto.

be made of the number of open orders received. Fabrics and colors will, as a rule, be indicated, the only other proviso being that no two dresses shall be made alike. Silk marquisettes, chiffons, fine voiles, embroidered nets and messalines and handsome lingeries are the leading sellers in these lines.

The most radical change noted in Spring models is the entire disappearance of the hobble effect. Straight line effects predominate, but skirts are fairly wide, about 2¾ yards being the usual width, though in high grade garments narrower widths are shown.

Eclipse
TRADE MARK REGISTERED

NATTY NEW STYLES IN "ECLIPSE" LINGERIE DRESSES



The increasing number of dealers who specialize in Eclipse Whitewear, Blouses and Lingerie Dresses is the surest sign of these two things---

The Styles are Right

The Values are Right

Our new range for 1911 selling is wonderfully complete. There are values in the Eclipse Range that have never before been equalled by us. See them.

"It's the something different that does it."

Eclipse Whitewear Co., Limited

Toronto :: :: Canada

Waists are cut kimona fashion with the sleeve all in a piece with the bodice, or with a straight sleeve that shows not a particle of fullness put in with the trimming and practically all sleeves are short, either three-quarter, elbow length or shorter. The long sleeve is strictly confined to utility wear and as a rule takes the form of a cuff of the fabric or of lace or net. Many collarless necks are seen.

Though considerable elaboration is the rule, the whole effect is extremely simple.



An Open-front Style from the "Eclipse" Range.



Showing the Short-sleeve Low-neck Effect.

Shown by Eclipse Whitewear Co., Ltd., Toronto.

Dresses are developed in a very wide range of fabrics including silk and cotton marquisettes, fine voiles, messalines, both plain and pencil-striped satins, foulards, mercerized mulls, cotton foulards, fine serges both in plain and in pencil stripes. Trimmings are also varied, wide braids satin pipings and buttons are used on the heavier fabrics, heavy laces and Tosca nets being used for the yoke and sleeve finish. Heavy embroideries and the Cordelia effects in white, black and white, and in Persian colorings on net, mull and marquisette grounds constitute the trimming novelties. Touches of gold and silver continue to be used on early Spring models.

Place Quality First

January white sales are increasingly held as the merchant in the smaller towns finds that it is good policy to fall into line and to get the benefit of the large amount of advertising done by the larger stores. The man who is building up a whitewear department should even, at this time, place the item of quality first. Some low-priced goods always have to be included, but each year the tendency towards a greater sale of better grade goods becomes more marked and this is a tendency that it is wise policy to favor, as the better goods give much better wear and are more satisfactory in every way.

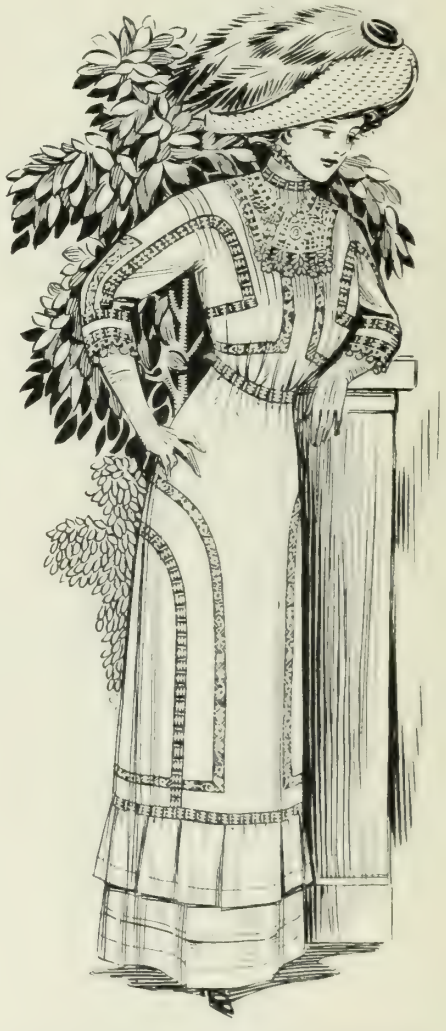
Even in cheaper goods, the call is for sheer fabrics and for dainty laces and embroideries.

There has been a very large advance sale of princesse slips and more than ever the sale of these garments has cut into that of skirts. Where possible, without altering the set of the skirts, designers have eliminated some width from the skirt and the flounces. This is because of the straighter width of the new dress skirts. And this factor will also increase the sale of the princesse slips and combination garments.

Sleeve Question Settled Early

White cotton waists will form an important item in the January sale proposition. There will be a good showing of both tailored waists and lingeries. The important sleeve question has been settled early this year and the retailer will show lingeries in ¾ and elbow lengths in full confidence that he has the right article. He need fear no change later except, perhaps, as warm weather approaches, an even shorter sleeve, one that does not quite reach to the elbow, will be wanted.

Tailored models will possibly be of more importance for early selling than lingeries as they will be wanted for wear with the new suits and skirts. The new models are severely tailored in style, the backs as a rule showing no tucks though some have a narrow yoke. Wide and narrow tucks and fancy closings and also a few frill effects are seen. As in lingerie models, the materials used are of the sheerest.



Mull Dress from the range of the McElroy Mfg. Co., Ltd., Toronto. Daintily trimmed with Plauen lace yoke and Val. lace. It comes in white, pink, sky, mauve, tan and Nile. Showing the three-quarter sleeve.

The waist to match the skirt is still high style and veiled effects are the leading sellers lined with messaline, net or lace. The peasant or kimona is the leading model. Tailored waists in messaline and in black and white effects in taffeta are big sellers.

HER LADYSHIP GARMENTS



The W.R. Brock Company (Limited)

Toronto

HER LADYSHIP GARMENTS



The W. R. Brock Company (Limited)

Toronto

HER LADYSHIP GARMENTS



The W. R. Brock Company (Limited)

Toronto

HER LADYSHIP GARMENTS



The W. R. Brock Company (Limited)

Toronto

Suits "Princess" Coats and Dresses



Gentlemen, We Are Ready!

Enquiries Solicited

The

Princess Manufacturing Co.

Limited

10 and 12 Front St. W., Toronto

L. E. SKINNER
Western Representative, Calgary, Alta.

THOS. J. WATT
331 St. James St., Montreal

Please mention The Review to Advertisers and Their Travelers.



Tunic Dress of Bordered Messaline.



This coat is one of our leading styles, and is made in the newest design with large shawl sailor collar, inlaid with silk moire or satin. It is made in good quality serge, or best quality of French Panama. It comes in all shades, Black, Navy, Tan, Copenhagen Blue. Grey or any other shade desired. Style No. 646. Price $9.50.

Four Big Leaders From

Coats Dresses

On these two pages we illustrate four excellent garments from the great range we are now showing for Spring. In our new and enlarged factory we have increased facilities for turning work out promptly, and any orders given our travellers or placed direct will be given every attention. Be sure you have some J. H. Winters & Co's. garments in your new Spring stock.



The suit illustrated here comes in a good quality Panama, and is one of the new season's smartest styles. Coat is lined with serge silk. A pleasing effect is produced by the finish of black and white braid around the collar and lapel. Style 218, Price $10.00.

Garments of Style and Quality

J. H. Winters

King and Spadina Ave.

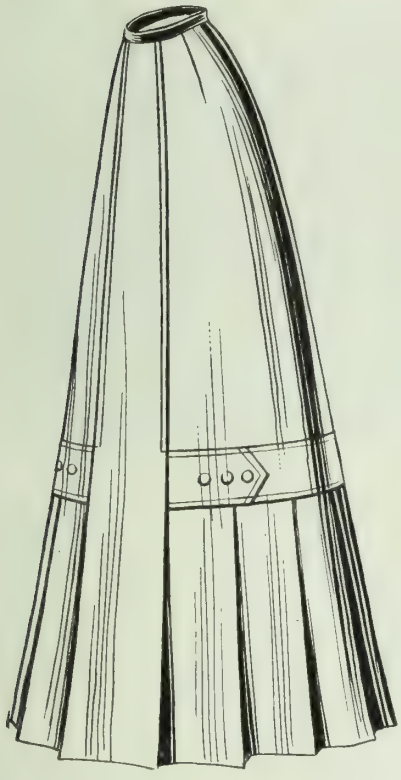
Our Four Departments

Suits Skirts

Send an order to-day for samples of each of our four leaders illustrated here. We know they will prove to be Real Leaders in your store. Every garment is the very acme of style, well-made and handsomely trimmed. They represent the concentrated effort of our designing and factory staff to turn out four leaders that will do us credit. If you place an order for these garments you will be proud to show them to your best customers.



This handsome dress is one of the leading Spring styles. It is made of all wool Batiste; hand embroidered front and sleeves; lace yoke and extension of sleeves. This dress is made in a beautiful range of all the new shades, and has the new kimona sleeve. Style 514. Price $12.00



This leader from our new skirt department is excellent value and good style. It is a handsome tailored skirt made in fine quality French Panama. It comes in all the new season's shades and will prove a good seller in your store. No, 305. Price $3.75.

Winter's Garments are Sellers not Stickers

and Company

Toronto, Canada

G & F SKIRTS

The Best Skirts Made!

Increase your sales, satisfy your customers, and make more money by handling the best.



Our Special for January.

This skirt is made of a fine wiry all-wool voile, beautifully trimmed with silk cording.

Send us a sample order and compare with your $9.00 skirts in stock.

Our Price, $8.50.

GARDINER, FOLEY & CO., LTD.,
24 Ryerson Ave., Toronto

Why Paris Sets the Styles

Designing is Fine Art — Some Designers Come From the Workroom—Choosing the Fabrics.

WHY is it that Paris sets the styles for the rest of the civilized world, and how does it come that other countries are content to wear copies and adaptations of Paris styles instead of originating their own?

This is a question that must often occur to those who do not know Paris. The only reason that can be given is that the designing of clothes is not a trade there as it is in other cities. Paris recognizes the designing of clothes as one of the fine arts, and not only do designers look upon themselves as artists, but the members of the artistic professions also take the same view. Artists of standing see no falling away of dignity in working with or giving advice to designers of dress, and not only artists but noted literary men will act on committees to decide competitions in dress gotten up by the leading modistes and model houses.



Facade of Paul Poiret's house, Avenue d'Antin, showing the "Persian Carpet" flower bed.

This is one reason why Faris can keep so easily her pre-eminence in dress designing, and another is because the French people, as a whole, have so much inherent creative taste, this quality being just as much their birthright as the air they breathe. As a race the French are essentially artistic, and this quality is further developed by environment and tradition. They see line, form, and color in clothes in the same manner as an artist sees them in a picture. Besides they have been used for so long a period to originating fashions, that there is no question of what is being worn to hamper them in originating ideas, as is the case with the designers of other nations who for generations have been trained to keep more or less in touch with what Paris is showing.

Designing is an Art.

Another reason is because designing is approached in a very different spirit from that which rules in America. Designing in Paris does not merely present the means of making a living, but it means the building up of an artistic reputation of a high order. Therefore, it is a life-work that is undertaken seriously and studied and criticised as an art. Designers, it is recognized, are born and not made, and besides application and study the successful premiere, as a designer is called in Paris, must possess a large share of natural ability.



HUTNER CLOAK COMPANY MOVING TO A LARGER FACTORY

THE record year that we had has proven to us that our goods are desired by the trade.

To meet their demands and serve them more satisfactorily we have moved to larger quarters in the

BUSINESS SYSTEMS BUILDING
King Street and Spadina Avenue

where we will be able to give better delivery and turn out a larger and better range of infants', children's and misses' coats than were ever shown in the Dominion.

Now that we have more space, we have given extra attention to misses' coats to which, for lack of space in the old building, we were unable to give attention.

Our travellers will be showing their fall samples for 1911 this month and you should not fail to see our complete range of

Famous "FAIRSEX" Garments

We wish to thank our customers for the splendid patronage during the past year, and trust you will continue to do so in the future.

THE HUTNER CLOAK CO.

SPADINA AVENUE - (Near King St.) - TORONTO

Advertising That Pays!

There's no more vital question confronting the merchant and manufacturer to-day than that of obtaining forceful publicity for his wares at an economical cost. Are you neglecting the pulling power of the

Artistic Silk Woven Label?

An attractive woven label is an immediate and forceful suggestion of the quality of the goods you manufacture or sell, and its usefulness is only limited by the life of the garment.

We make all kinds of labels for ladies' and gentlemen's wearing apparel; also ribbons, mercerized skirt banding, webbing for hose supporters, stay binding, etc.

May we design an artistic label suitable for your requirements? Our prices, we feel sure, will appeal to you.

Colonial Weaving Co., Ltd.

Peterborough. Ont.

J. Y. SHANTZ D. B. SHANTZ



MANUFACTURERS OF

FINE LINES OF BUTTONS

IVORY, HORN, PEARL, PEARLETTE

All leading Wholesale Houses handle our goods in Canada, and leading button houses in the United States who recognize our goods as of the best manufactured on the continent.

THE Jacob Y. Shantz & Son Co. LIMITED

BERLIN, ONTARIO

Factories: Berlin, Ont.; Buffalo, N.Y.

Warehouse: Chicago, Ill.

As in other professions no two designers ever arrive by precisely the same means, though in most all cases a long and difficult course of study has been undertaken, and by some means a thorough knowledge of dressmaking has been acquired.

Begin as Mannequins.

Some designers begin as mannequins and having shown special ability have been appointed assistants to the premiere vendeuse. In this capacity he orders materials and trimmings from the manufacturers and sees to the dyeing of materials to be used in combination, always of course under the eye of the chief vendeuse or saleswoman. This work gives a wide knowledge of materials, and quickens and trains natural taste.

The next step is to the position of saleswoman and in this capacity she suggests designs and chooses the necessary materials and trimmings to carry them out. If she shows a capacity to select the colors and lines suited to her customers she is in a fair way towards making a success in her profession. This kind of knowledge is built upon observation and study, and if she is to advance she must both work and study hard.



Paul Poiret directing the making of a gown.

These designers seek inspiration just as artists in color do from varied sources. They work in a studio opening into a color room in which is kept a collection of art works, copies of historical portraits and pictures, old prints and other art objects that may help them in their work and give ideas.

Consult with Textile Makers.

They do not take the fabrics the manufacturers offer, but send for the leading makers of textiles and trimmings and give them their ideas and suggestions. It is from these hints that the manufacturers get up their designs, well knowing that if the gowns score a success there will be a world-wide demand for these particular materials and trimmings. The designer it must be borne in mind is the one who gives the suggestions, not the manufacturer; the designer is the one that is perfectly independent.

Famous for their
Fit, Cut, Style, Hang and Finish

One
of our
$2.95

Royal
REGISTERED TRADEMARK.



Garments
Made in Fine Mull.
Plauen Lace Yoke.
Trimmed with Fine Val.
Two Frills on Skirt.
Nicely Tucked.

Shades
White, Pink, Sky, Mauve, Champagne and Nile.

See
one of these
$2.95

Royal
REGISTERED TRADEMARK.

Garments
You can't beat this for value.
Write, Wire or Telephone Sample Order.

The McElroy Manufacturing Co.'y Limited
47 Simcoe Street, TORONTO

Made **up** to a Standard NOT **down** to a price!

"Culture" Brand

Designed and Created

Dresses

STUFF DRESSES—$7.50 to $12.50

in Panamas, Voiles, Serges, Delaines, Lustres and Poplins.

SILK DRESSES—$12.50 to $25.00

in Silks, Taffetas, Payettes, Foulards, Shantungs, Etc.

GOWNS—$20.00 to $50.00

For Dress and Evening Wear, in Velvets, Marquisettes (Draped), Payettes (all shades).



Those who have handled "Culture" Brand this season have increased their trade from 25 to 100 per cent.

REASON: Goods are made in the "CULTURE" BRAND WAY.

Better fit at the try-on—less alteration—easier, quicker sales—arguments that competitors cannot duplicate.

Ontario Cloak Co.,Ltd.

Suits, Dresses and Coats

"Culture" Brand means everything that the word implies.

In Our Own Factory.



Suits and Coats

SUITS—$7.50 to $25.00

In Serges, Panamas and Tweed effects. All the very latest materials and weaves, tailored and made in the "Culture" Brand Way. Guaranteed to give good service, fit well and produce the Sales.

COATS—$4.50 to $25.00

for Spring, both short and long. Made from latest Fabrics in Coverts, Tussores, Linens, Silks, Serges and Hop-sackings.

"CULTURE" BRAND SUITS and CLOAKS

Will you listen to our traveller——if we send one?



CLIP COUPON HERE

The Ontario Cloak Co., Ltd., Toronto. Please have your traveller call with sample of new goods.

Name

Street

City

Province

Darling Bldg., Toronto

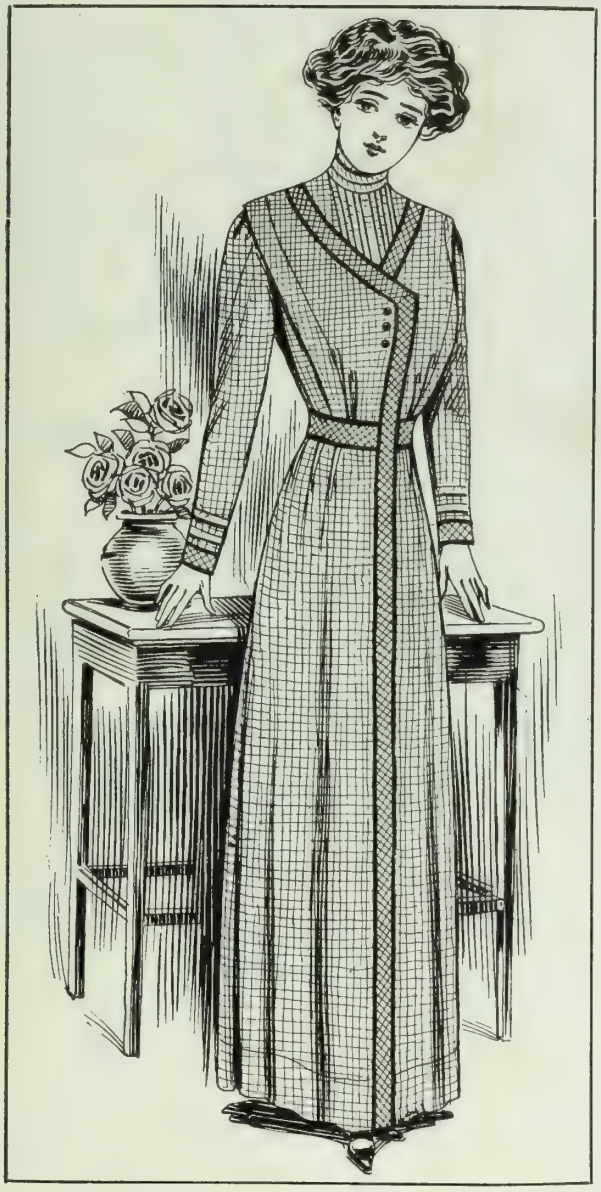


Lingerie Dress in New Hand-made Effect, with Collarless Neck and Three-quarter Sleeves.

FALL ANNOUNCEMENT

TO THE WHOLESALE TRADE

A COMPLETE RANGE OF THE FOLLOWING GARMENTS WILL BE READY FOR COMPARISON EARLY IN JANUARY



WRAPPERS in printed wrapperette heavy Kimona cloth, with neat wrapper design, also black and colored sateens, cotton, cashmere.

KIMONAS in wrapperette in fancy Kimona designs, also heavy Kimona cloth and printed near silk.

ROBES in German Flannel.

HOUSE DRESSES in percales, ginghams, printed and woven flannelette.

Our present capacity is 200,000 garments per annum, which will ensure prompt delivery.

THE G. N. BROOKS CO., Limited

15 to 19 CLARK STREET, MONTREAL

Shield Brand Garments

Children's Department

We specialize in CHILDREN'S Ready to Wear GARMENTS and CLOTHING.

Everything for baby and children up to 12 years of age.

LET US KNOW YOUR WANTS.



Now Taking Orders for Children's Fall Coats.

Our orders for Lawn Waists and Whitewear prove the trade has welcomed our styles and values.

Send us a Trial Order for Wanted Lines.

Bear Skin Coats

Colored Cloth Coats in all shades. Exclusive lines for Children of all ages.

Furs

A select line of Furs at popular prices. Everything in Ruffs, Muffs and Stoles for Ladies and Children.

Samples of these lines now being shown by our travellers.

Visit the Ready to Wear Department when in the house.

Greenshields Limited

MONTREAL

FARCY & OPPENHEIM, PARIS

CORSETS C.P. A LA SIRENE PARIS



CORSETS THAT LEAD ALL OTHERS

MODELES DIRECTOIRE FOR SPRING 1911

OUR NEW MODELS are extra long. In spite of their length at bottom, wrapping completely the abdomen and the limbs, they leave the most ease to all motions of the body, sitting or standing.

CORSETS DE PARIS — FORME DROITE RATIONNELLE — PREMIÈRE MARQUE DU MONDE — C.P. A LA SIRÈNE PARIS

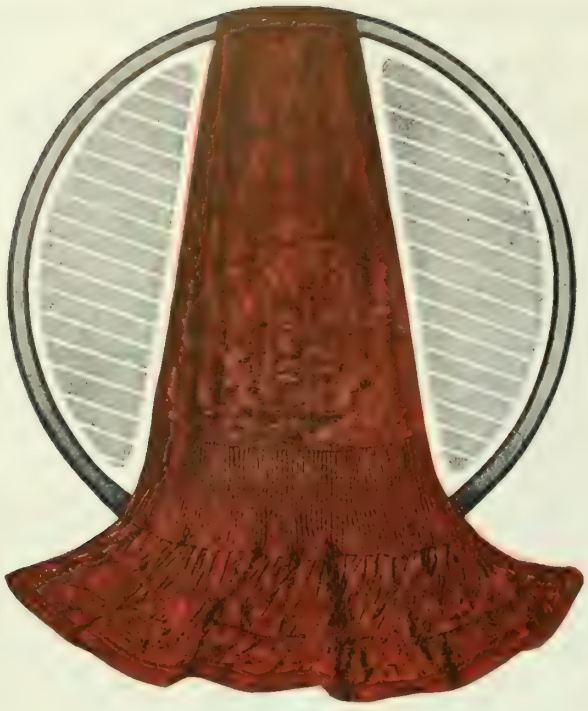
EXIGER la MARQUE sur chaque CORSET.

OUR NEW CATALOGUE SHOWS 40 NEW MODELS
DO NOT BUY NEW LINES BEFORE SEEING OURS

Please write at once to our Canadian Representative

J. H. GAGNON

Room 410 Birks Building :: :: MONTREAL



Talks by our Star Salesman on "Blackeye" Underskirts. No. (5.)

The *quality* of the Blackeye Underskirts is *absolutely* reliable. We guarantee this by our guarantee label on the skirtband:



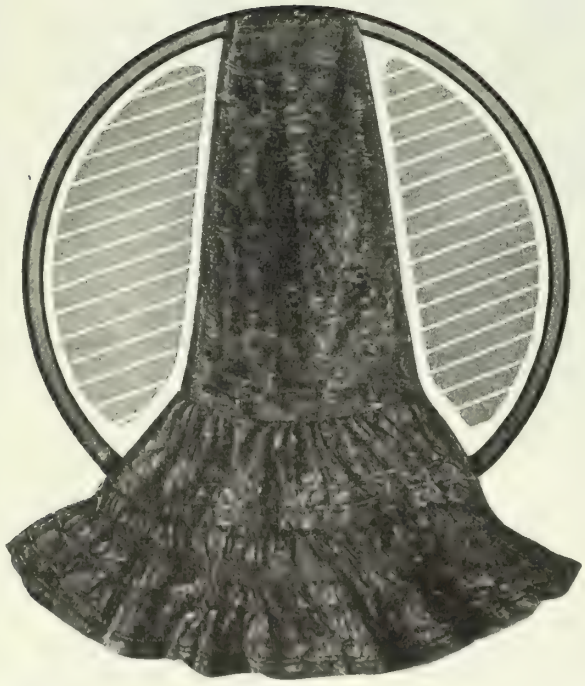
This label means that every point of the Blackeye is perfect.

The material is the very best silk moire mixture, manufactured expressly for the Blackeye Underskirt. Every piece of material is *perfect*; any defective piece we reject at once.

There are many imitations of Blackeye, and many silk moire skirts, but none of these carry this guarantee label:



Tell your customers that Blackeye is better than pure silk, will wear longer, and costs much less. Ask your wholesalers. They can supply you.



The Canadian Converters' Co. Limited.
Montreal



2nd Call

A Cordial Invitation

is extended to

The Canadian Trade

BY

M. BLOCH & CO.

Manufacturers of

COSTUMES and DRESSES

To call when on their Spring buying trip at their new and commodious show rooms.

152-156 West 25th Street, New York City

where their New Spring Lines, consisting of

SILK, LINEN and GINGHAM DRESSES at Popular Prices

(*Gingham, Dimity and Linen Dresses from $3.75 to $10.00. Silk Dresses $11.75 to $30.00*) *will be on exhibition.*

We announced our removal from our old quarters, 41-51 East 11th Street, to our new address as above given, in the November issue of the Dry Goods Review, and invited our Canadian friends to call upon us in our new home when next in New York, and take pleasure in again extending a most cordial invitation, :: :: :: :: :: :: :: ::

Canadian buyers will be made to feel that their call is appreciated and we believe they will find our styles and values interesting.

Make a note NOW to call and see us. It will pay you.



Profit in Children's Dress Department

Without exception, every merchant who has opened a Children's Dress Department and has kept it up-to-date, has been more than satisfied with the results.

We have started a great many merchants on the road to better profits by inducing them to open a Home and Watts Children's Dress Department.

It is a department that has great indirect benefit, too, because it brings the women to the store, and they buy not only for their children, but for themselves, and the rest of the family.

We want to demonstrate to every dry goods merchant in Canada that Home & Watts dresses will bring business to their stores. We want you to send for a sample selection of our quick selling dresses. Put them in your stock and show them. We know you will be more than pleased with the result.

HOME & WATTS, Limited

Specialists in Misses' and Children's Dresses, Adelaide & Duncan Sts., TORONTO

Parisian P. C. Corset Popularity Demanded New and Bigger Factory

This new home is the largest exclusive corset factory in Canada. Its erection and equipment ensures unequalled service to our customers, and permits the extension of the same efficient service to many additional accounts. Let us help you to a bigger, more profitable and more satisfactory corset business.

1911 will be a still bigger Parisian P.C. Corset Year.

Parisian Corset Mfg. Co., Limited

QUEBEC

Ontario Branch, - - Brampton, Ont

Above All Others



Our Range of Samples FALL 1911.

When we say that Hygeian Underwear is "above all others" it is not a meaningless phrase. Hundreds of Canada's leading dry goods merchants know from experience that :: :: :: :: ::

MOODIES' Hygeian TRADE MARK UNDERWEAR

is above all other makes in quality and finish. The finish given to Hygeian Underwear is perfect in every particular not even the most insignificant detail is neglected. This is what makes Hygeian Brand easily the best selling underwear in the trade.

Eagle Knitting Company
LIMITED

Controlled by J. R. Moodie & Sons, Limited

Hamilton, - Ontario

Have You Ordered Your Spring Supply of the

Nazareth Waist

¶ Time's flying along and you'll be right into your Spring selling before you know it.

¶ Can't exactly do without a complete assortment of NAZARETH WAISTS—not as long as thousands of mothers in the Dominion have been buying them for twenty-five years in preference to all other kinds of children's knit waists.

¶ The NAZARETH WAIST is the best selling, easiest selling and largest selling knitted waist for boys and girls that's made.

¶ Every one is guaranteed perfect by this well-known mark of merit—





Mills at Nazareth, Pa., U.S.A.

Nazareth Waist Co.

350 Broadway, New York

Canadian Representatives:—
E. H. Walsh & Co.,
Toronto and Montreal

The following wholesale houses all carry the genuine NAZARETH Waist:

Halifax, N.S.
J. & M. Murphy
W. & C. Silver
Smith Bros.

Kingston, Ont.
Macnee & Minnes

London, Ont.
McMahen, Granger & Co.
R. C. Struthers & Co.
Robinson, Little & Co.
Dickison, Nicholson & Co.

Quebec, Que.
Thibaudeau Freres & Cie.
McCall Shehyn & Co.
Gauvreau, Beaudry & Cie.

Montreal, Que.
W. R. Brock Co., Ltd.
Gault Bros. & Co., Ltd.
Greenshields Ltd.
Hodgson, Sumner & Co.
A. Racine & C.
Brophy, Parsons & Rodden
Kyle, Cheesbrough & Co.
McIntyre, Son & Co.
P. P. Martin & Co.
A. O. Morin & Co.

Ottawa, Ont.
John M. Garland, Son & Co.

St. John, N.B.
The Vassie Co., Ltd.
Frank Skinner & Co.
Manchester, Robertson & Allison
Scovil Bros., Ltd.

Winnipeg, Man.
R. J. Whitla & Co., Ltd.
Robinson, Little & Co.

Peterboro, Ont.
W. J. Hopwood

Toronto, Ont.
John Macdonald & Co.
Beatty, Kerr & Verner
W. R. Brock Co., Ltd.
Gordon, Mackay & Co.
Denton, Mitchell & Duncan
Northway Bros. & Winger

Vancouver, B.C.
The Gault Bros. Co.

Calgary, Alta.
W. R. Brock Co., Ltd.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

MILL SELLING AGENTS - and - IMPORTERS

100 Wellington Street West, Toronto

You cannot wisely purchase your

Ribbed Underwear

for Women and Misses

FOR SPRING, 1911

until you have seen

Crescent Brand ★ REGISTERED

and Zenith BRAND REGISTERED

Cumfy-Cut

Manufactured by

S. Lennard & Sons

DUNDAS, ONT.

which are now complete and in hands of our agents who will soon be with you.

You want the best *value* to be had when purchasing

Hosiery, Gloves and Half Hose

FOR SPRING, 1911

WE OFFER YOU OUR

Queen Quality

Cotton, Lisle, Silk, Lace and Fancy Hosiery for Women

AND

King Quality

Cotton, Lisle, Silk, Fancy and Lace Half Hose for Men

and solicit your orders purely on the basis of VALUE

and ask you to study your interests by seeing these goods before buying.

Richard L. Baker & Co. - Toronto



KNIT GOODS NEWS

Heavy Demand in All Lines

Question of Deliveries a Serious One With Raw Material Prices Soaring — Strong Position of Fancy Knits.

FROM wholesaler and retailer come reports to the effect that the winter season has developed an exceptionally good demand for all kinds of knitted underwear and outer garments. The outlook is quite as promising for Spring and the succeeding Fall. The development has shown such strength, that from many quarters one hears of complaints with regard to delivery. From some parts of the country the call has been "Send us anything, so long as you get it to us in reasonable time." Of course these wide open orders are generally based on some well-understood standards of quality defined by previous orders, or by foreknowledge of the class of trade possible in the district from which the call comes. But aside from this altogether the fact that there has been some delay in delivery at a most important period should be a subject of most serious consideration.

Don't Know their Possibilities

Speaking on this subject a manufacturer struck one of the important nails on the head when he said: "There is no doubt about it, in some parts of the country merchants do not seem to know the possibilities of their fields. I am speaking now more particularly with reference to sweater coats. We had determined that we would absolutely refuse more orders than we could guarantee delivery on. We made that fact a feature of our selling and while the volume of our placing business was exceptionally large repeat after repeat has come in from merchants who thought they had bought too heavily and have been able to handle this business and deliver goods on the date specified. The manufacturer who can do that in these days of high cotton, and of great difficulty in securing woolen and worsted yarns need have no fears about the outcome of his season.

Maintaining Standards

While the popularity of the sweater coat undoubtedly accounts for the exceptional demand referred to by the manufacturer, some such condition is reported by buyers of underwear. They point out that there never was a time when manufacturers were so put to it to maintain the standards of their goods. They are making conscientious efforts in this direction in spite of the fact that materials and labor are only available at prices that must mean a considerable deterioration of profits on the year's turnover. It is a time when volume counts, and every effort is being put forth to obtain, well in advance, the best possible estimate of the country's requirements.

The retailer will see that with raw materials where they are at present, there can be no change in values in their favor, and that, buying only in quantities to meet his assured business, the manufacturer is in no position to handle as adequately as the merchant desires, any great mid-season development. It is a case where the raw material markets rule supreme.

Cotton has them all Going

It would appear that cotton is this year again to be an uncertain quantity. Although the United States crop is estimated at 11,800,000 bales, or practically one million more than last year, the amount immediately available is considerably less and the demand from industries outside of those associated with dry goods is increasingly persistent. The call from the China market is also based on a steady development and with a serious shortage in the Indian cotton crop, it would seem that the chances for any considerable speculation in the market the coming year are decidedly remote. One Southern authority predicts that prices for commercial cotton, such as used largely by Canadian manufacturers, will hold firmly for some time in the neighborhood of 16 and 17 cents, and at that there would be little encouragement for a bull movement. This statement is borne out in the experience of some manufacturers who state that they are to-day paying 16 and 17 cents for cotton which they last year used for the same purpose at 13 and 14 cents. Yet, in spite of this, it is pointed out, the retailer is getting the same values as formerly. On those lines which have popularized themeselves by their quality standards, it will therefore be seen, that at present prices, manufacturers' profits are not what they used to be, not what they say they should be to satisfactorily meet the increasing cost of production.

Therefore, it would seem that, in the knit goods market the retailer has the best possible reason for placing good orders well in advance. There is no getting away from the fact that the manufacturers are taking no long chances by anticipating, while raw material or yarn prices are where they are at present. They must be in a position to base their efforts upon reliable information as to the country's needs. Past seasons' demands are always something to steer by, but when the population is increasing yearly at an enormous rate, the retailer particularly in the newer parts of the country must yearly indicate the growth in some shape or form. This cannot be done in knit goods, in the middle of one season when preparations are being made to prepare for the next.

Cold Weather has Done it

The unbroken winter weather of the past few weeks has had its effect on the retailers' stocks. The country trade has done well in heavyweights and in the large towns and cities the demand is more diversified, with greater emphasis on lighter qualities. Throughout the demand, however, there is noticeable that willingness to consider better prices which is one of the great features of the past two years from one end of the dry goods trade to the other. Combination garments have been do-



Brains in the Buying Means *Profit* in the *Selling*

Don't buy black hosiery on a mere fast black "say so." Look for the HERMSDORF signature---it's on the toe of every genuine

HERMSDORF
DYED FAST BLACK
STOCKING

Your trade knows the name and its meaning.

That's why

HERMSDORF
DYED GOODS

are the quick sellers and easy earners in every successful Hosiery Department.

The Name That Sells the Stocking

Louis Hermsdorf
Dyer

WORKS: Chemnitz, Saxony
AMERICAN BUREAU: 235 W. 39th Street, New York

Write for free booklets, cuts, show cards, etc.

ing particularly well, especially in ladies' lines. In some cases it is noted that a grade which did not move any too readily in the two-piece style, has done slightly better in the combination garment, and one reason advanced for this is that the line has been somewhat fortunate as regards sizes and actual fit. Buyers point out that where sizes are reliably uniform combinations will sell well, and they further state that Canadian manufacturers have been working on that basis with remarkable success.

Ladies' vests with fancy lace or embroidered finish, for evening wear have been meeting with a good demand, and in this connection the larger stores report an increasing call for the finer qualities and even for silks. During the holiday season, it is reported that considerable volume of these finer garments were sold for gift purposes.

Sweater Coats and Fancies.

In the sweater coat and the fancy knit goods section, the holiday season's trade was extraordinary. Never before has every taste been so completely represented in the demand. This is because of the great ranges in values, and the almost endless diversity of knitted articles of wear. To a greater extent than ever before the sweater coat was regarded as an acceptable Christmas favor.

It is one garment to which the criticism, "Every person is wearing those things," does not effectively apply, because they can be worn where comparisons are impossible, and, again, they are serviceable where comparison would be out of the question. Where people insist upon distinctive style, something in the knitted coat that their neighbor has not got, they can easily obtain it by paying the price. It may be some peculiarity of stitch, some unique feature in the cut or the trimming, whatever it may be, the designers have guarded against such emergencies. It is this adaptability to every purpose, taste and purse which has given the sweater coat its unique position, and which discourages the question. How long is it going to last?

In fancy lines, there is a marvellous range. Cunning little garments for the children—hoods, coats, mittens, pantalets, over-stockings in great diversity of pattern. For older people the range is equally interesting, including knitted neckwear, theatre toques, auto caps, mittens, shawls, etc., and all in materials which appeal to different sized purses.

Numerous styles in sweater coats are shown, variations for the most part being centred in the trimming, the collar, the stitch, and the form of fastening. Although double breasted effects have taken well, the single breasted syles are very strong and the buttoned-over front has also proved popular. Fabric trimmings and the introduction of button effects seen in fabric coats and jackets, are some of the newer features. One knitted full length coat had, for example, knitted collar and cuffs ornamented with jet buttons. Another novelty is a knitted Angora coat in double-breasted and single styles. Angora hoods, mittens and gloves are also being introduced. The Russian blouse effects have been well received.

While greys, blues, browns and reds or combinations of these have done well, white probably occupies leading place. Browns are receiving consideration. Hip length coats are in greatest demand for general purposes, the three-quarter length has been largely taken. A very successful attempt is being made to imitate caracul or pony cloth in some of the novelty lines.

In spite of all prophecies to the contrary, the knitted tie is still in the market, and this is due to the fact that manufacturers, determined to produce a better article,

Winter Underwear



We are now showing a full range of Ladies' and Children's Vests, Drawers and Combinations in winter weights.

These are being made on the very newest machinery from the best cotton and woollen yarns obtainable.



Before placing your order, we should appreciate the privilege of showing you these lines.

The Oxford Knitting Co., Limited
WOODSTOCK, - - ONTARIO

WHY WE GROW!

If any proof were needed of the quality, finish and wearing qualities of

"Maple Leaf" BRAND Underwear



it is to be found in the enormous increase in our business during the past year.

Not only have we been running 16 hours a day, but the demand for "MAPLE LEAF" has compelled us to put in new machinery.

Our North-West Trade has been 10 times as great as last year, and that of the Maritime Provinces 5 times as great as any previous year. Do these figures appeal to you?

You must surely see the wisdom of inspecting "MAPLE LEAF" samples before placing next year's orders.

THOS. WATERHOUSE & CO. Limited
INGERSOLL, ONT.

"MAPLE LEAF"



HOSIERY AND MITTS

Start the Year Right!

A new era of profit-making will dawn in 1911 for every Dry Goods Man who is featuring

MAPLE LEAF
Hosiery and Mitts

They cost no more than many inferior brands, and have no superior in point of quality, texture and finish.

Sold direct to the trade.

Goderich Knitting Co.,
Limited
GODERICH, - - ONTARIO

have successfully introduced patterns that are fashionable in fabric ties. They are produced in all the newest color combinations.

A Promising Field.

Knitted goods for babies' and children's wear have always been in demand, and always will be, and this seems to be a field to which the manufacturer bent on specializing, could turn with profit. There is hardly an article of children's wear which cannot be produced by the knitting machine. One of the latest novelties is the knitted nightie, made in pyjama style, with leggings and feet all in one—the feet having double soles—with a crossband at the waist, buttoning at the back.

Canadian-Made Silk Hose.

The hosiery demand during the past month has been very heavy and the market is full of exceptionally good values. Canadian manufacturers are now turning their attention toward the production of silk hosiery. One line of men's hose, recently out, is made to sell at 50 cents and is certainly a likely looking article. The cuff, heel and toe are of cotton and the body of silk. It is a line that is highly creditable to the manufacturers, and the trade may look for some interesting offerings in these and similar goods, to retail at 50 and 75 cents the pair.

Recent reports from the Chemnitz market indicate that buying is markedly hand-to-mouth, and the high cost of cotton puts German hosiery manufacturers in hard straits. Increased American tariff has enabled American manufacturers to prevent Chemnitz from selling cheaper merchandise to the United States, and now a point has been reached where Germany must figure not only upon being deprived of 50 per cent. of her American trade, but even upon losing the American market altogether irretrievably. There is reason for this in the advances made along manufacturing lines by Americans, especially thread silk hose, at prices with which German manufacturing is not in a position to compete. Thread silk half-hose at 50 cents, as delivered by American manufacturers, are shown in Chemnitz by buyers. These samples are equal in quality and workmanship to any that can be made for the price. Consequently great loss is thereby entailed to German manufacturers who formerly made thousands of dozens of thread silk socks.

The new knitted Tyrolean and ding-a-ling caps for motoring, skating and all general sporting wear have taken decidedly well. The popularity of these caps is assured. They are seen upon the street with walking costumes as well as for outing wear. The newest variety shows little turn back brim, in general effect not unlike the Panama of a few years ago. White is the leading color.

Knitted scarfs for neck wear never saw better sales than at present. All lines, ranging from mercerized at $1 to the soft, crushable silk at $5 are being widely taken. Leading shades are dark grey, a grey related to helio, and black and white, but staple dark colors are also excellent.

A novelty which is again selling well this season is the skating suit. This consists of a knitted sweater in coat style and a knitted skirt with trimming around bottom of contrasting shade, matching the trimming of the coat. The cap also matches. The suits are now seen at rinks and slides and have evidently "caught on."



HEWSON SUPERFINE QUALITY

Unshrinkable Underwear

¶ Hewson's standard heavy unshrinkable ribs have been a great success in 1910. Next year they will eclipse the past.

¶ We are ready now with new *fine* lines—smooth stuff—unusual goods—for particular people. These you will want to see. Good profits in them for you.

¶ Hewson Knit Goods salesmen cover Canada. Hewson consumer advertising counts much. Wait for the new Hewson line. Very strong on fine sweater coats for ladies and gentlemen.

R. J. Whitla & Co., Winnipeg, Sole Western Distributors. **Our own staff of salesmen East.**

Hewson Woolen Mills, Limited, - - Amherst, N.S.

Retailers in Canada

find profit and satisfaction in handling



"Beaver Brand"

Knitted Goods



These goods are manufactured by

R. M. Ballantyne, Limited

in our factory at Stratford, Ont.

The sales of Beaver Brand have greatly increased each year.

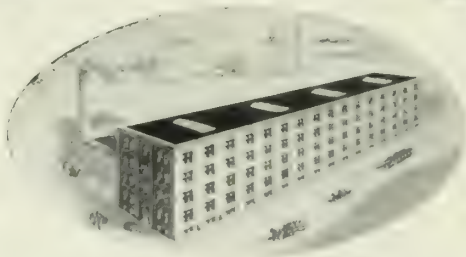
The capacity of our factory is the only limit to this increase: that is why Retailers can always depend upon *prompt delivery* when they order

"Beaver Brand Knitted Goods"

When you sell **"Beaver Brand"** Gloves, Mitts, Toques, Caps, Sashes, Sweater Coats, Sweaters and Jerseys, Hose and Half-Hose, you satisfy your customers and make a handsome profit. That's the point—Profit and Satisfaction.

R. M. Ballantyne, Limited

Stratford, - - - Ontario



ST. THOMAS FACTORY



ST. CATHARINES FACTORY



BUFFALO FACTORY



UNNVILLE FACTORY

FOUR BIG FACTORIES

ARE BUSY ALL THE TIME MAKING

MONARCH KNIT GOODS

MADE ONLY BY

The Monarch Knitting Company, Ltd.

Head Office, DUNNVILLE

ST. THOMAS, ST. CATHARINES, ONTARIO. BUFFALO, N.Y.



Your Knit Goods Trade In 1911



Last year many of Canada's leading drygoods men specialized with unvarying success on

MONARCH KNIT GOODS

For your 1911 selling our extensive range has been enlarged and improved in every respect, and dealers may confidently expect to do more knit goods trading than ever with the 1911 Monarch Knit Goods range.

Our travellers will be on the road early in January with a complete range of samples, which we commend to your close inspection with the fullest confidence.

Thanking you for your past co-operation and wishing you all a very prosperous New Year.

The Monarch Knitting Company, Ltd.

Head Office, DUNNVILLE

ST. THOMAS, ST. CATHARINES, ONTARIO. BUFFALO, N.Y.



Making Another New Sales Record For

Pen-Angle Underwear

Our mills are running to their utmost capacity. Every mail brings a big bunch of orders. The whole Dominion seems to be demanding Pen-Angle Underwear.

The former sales records of 1907, 1908 and 1909 have been eclipsed. From the present outlook the sales for 1911 will be greater by many thousands of dollars than those of 1910.

Canadians have confidence in Pen-Angle Underwear. They have proved its quality for many years. It is the brand they want, and wise merchants will be sure to have a supply on hand so that they will lose no sales.

There is no "dead" stock in the Pen-Angle line. Every garment is a seller. You can always get full retail price for goods branded with the Pen-Angle.

Order through your jobber *now.*

Penmans Limited
Paris : : Canada

"St. George" Underwear

The reason why the demand for "St. George" Brand Underwear is taxing our productive capacity to the utmost is not far to seek. Canadian Dry Goods Men have proved it to be the best line not only for holding trade but also for guaranteeing the 'repeat' orders.

"St. George" Brand
Underwear

Invariably satisfies because it is made from pure woolen yarns, and is exceptionally well cut and finished.

It is unshrinkable, perfect fitting and keeps trade moving and growing all the time.

For your profit and satisfaction, specialize on

"St. George"
Brand

ALL JOBBERS SELL IT.

Schofield Woolen Company
LIMITED
OSHAWA - ONTARIO



Stamp Your Store with the 'Quality' Mark!

by handling the full range of



"DOMINION" Brand Knit Goods



We have just installed a number of automatic knitting machines for making ribbed hosiery and will be showing a splendid selection of these lines early in the new year.

These machines have effected a big saving in cost of manufacture and we are offering these high quality goods at a very reasonable price.

Don't overlook this unique chance for profit.

Our travellers will be with you soon. If you don't get a call, drop us a line.

Here's the full DOMINION range:

RIBBED AND PLAIN HOSIERY, SOCKS, MITTENS, TOQUES
OVER-HOSE, GOLFERS, COAT-SWEATERS, Etc., Etc.

A. Burritt & Co., Dominion Hosiery and Underwear Mills **Mitchell, Ont.**

JAEGER
PURE WOOL

The introduction of The Jaeger Co.'s

MEN'S AND LADIES'
UNDERWEAR

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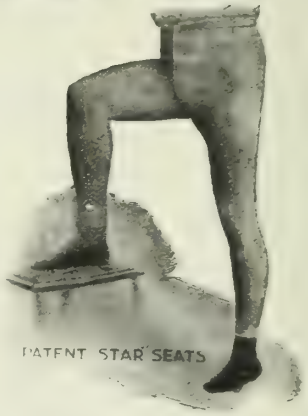
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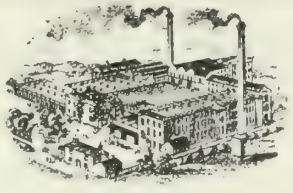
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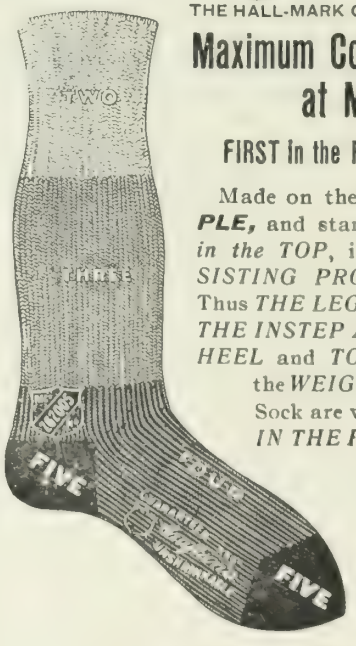
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High Cotton and Low Cost of Goods

The high price of cotton and the necessary struggle to so economize that they may still have some margin of profit is proving a harder task than some of the United States cotton mills can handle. "The hard siege through which cotton mills have been passing," states the New York Commercial, "is now being evidenced in proceedings begun to reorganize plants that have been losing money since high cotton has come to interfere with a profitable distribution of cotton goods. The curtailment plans that are being talked of among members of different manufacturing associations will need little argument other than the ones given in the returns of mills that have been trying to hold their working organizations together at the expense of profits. For months many manufacturers have gone on taking business below the cost of production and those mills that have not been attending to this phase of trading are coming closer to the days of reckoning while the demand for goods holds so light.

Many of the strongest mills in a financial way admit that they are not making money but are trying to hold their own and distribute their products at cost to as wide a market as possible. A great deal of the trouble mills are finding would be eliminated if the cotton markets remained steady. The fluctuations of the early part of last year sent values to a level that cloth sellers could not meet profitably, and while final accounting has been long deferred there is no longer a doubt that mills will be forced to move more conservatively than ever. The buyer is going to feel the effects of this enforced curtailment eventually and the conviction is growing more general that scarcity will assert itself before the middle of February in a way that will bring about a change of attitude toward the placing of future business.

The market has been steadier recently for solid reasons. Goods have not been sold so freely at losses and converters and manufacturers have begun to see that mills will be forced to close if further orders are not given.

Quarter Million Fire Loss in Montreal

A fire which completely destroyed the four-storey building of the Anglo-Canadian Leather Co., Recollet & Notre Dame Streets, Montreal, on the morning of December 28th, also caused serious loss to the property of the W. R. Brock Co., wholesale dry goods, J. M. Orkin & Co., wholesale millinery and the Dominion Corset Co. The total loss is estimated at from $250,000 to $300,000.

The fire obtained a hold on one corner of the Brock building and although extinguished after a hard fight, considerable damage to contents was done by fire and water. No authoritative estimate of the damage in this building has been given out. To those departments affected by the fire, assistance in filling orders is being given by the Toronto warehouse of the W. R. Brock Company.

J. M. Orkin & Co., 214 Notre Dame Street, estimate their damages at between $30,000 and $40,000.

The loss of the Dominion Corset Company, occupying the first floor of 216 Notre Dame St., is estimated at from $8,000 to $10,000, caused entirely by smoke and water. The three other storeys of this building were occupied by the Anglo-Canadian Leather Co.

The total loss of the Anglo-Canadian Leather Co. is placed at $125,000, damage to contents representing $80,000.

Had the fire obtained a firm hold on the Brock building, and thus probably got beyond control of the firemen, the result to the downtown portion of the city would undoubtedly have been disastrous.



DRY GOODS REVIEW

January 16th 1911

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A Perfect Garment.

NEW NOVELTY COATS
in tweed effects,
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Send for Samples.

Special attention given to assorted shipments of newest lines.

Travellers are now on the road with a complete line of Suits, Coats and Skirts. It will pay you to see our line. Drop us a card if our traveller does not call on you in time.

"Pullan Garment"

"The Suit of the Season"
SPRING 1911



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"QUALITY SKIRTS"
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$3.00 to $12.50
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"Shamrock" Wash Dress Fabrics

have been an immense success for

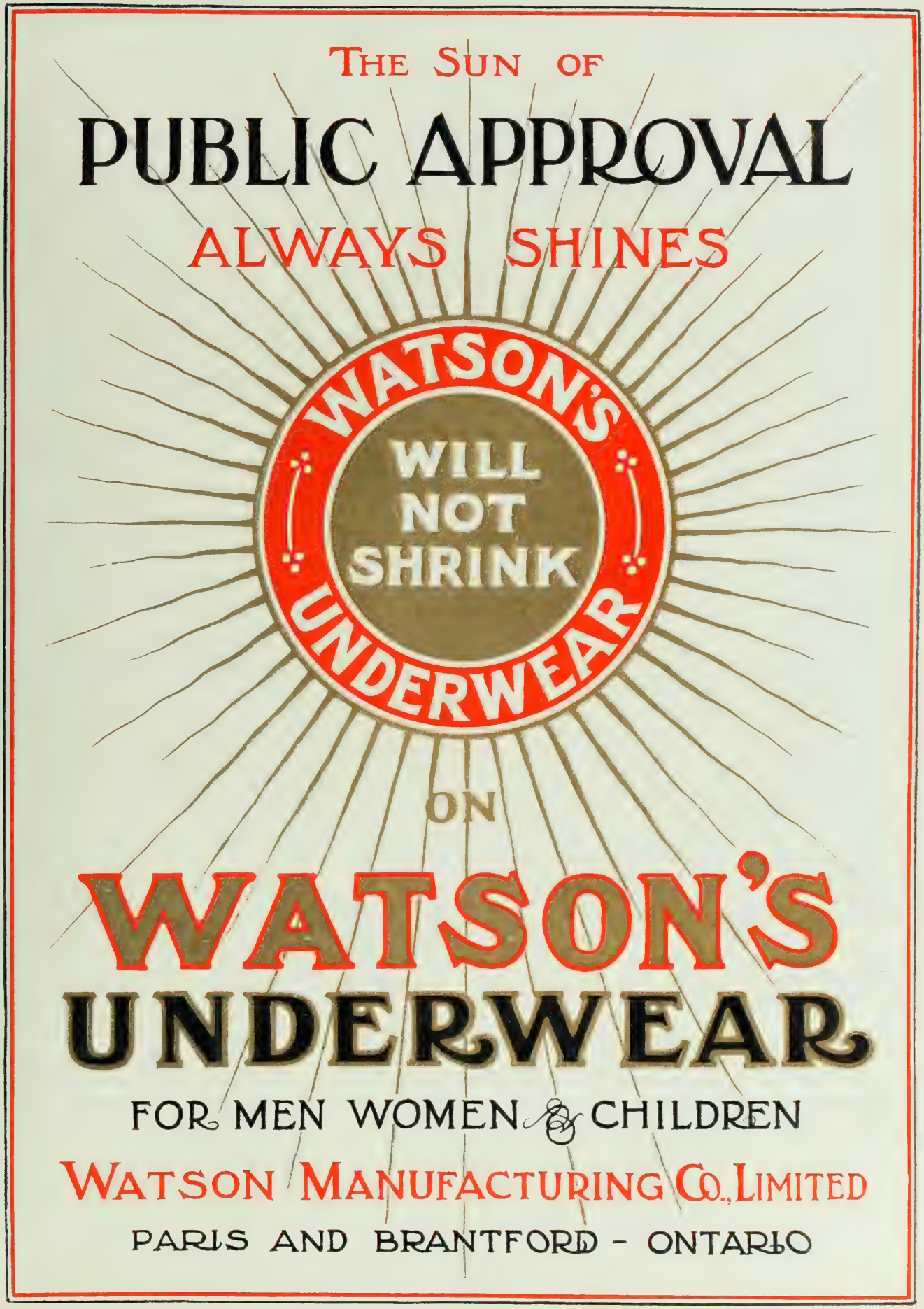
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Of Interest to Canadian Millinery Trade

Turban in Endless Variety is the Form Many Hats are Taking — Light Weight Fancy Braids—Tuscan and Black and Black and White—Crepe Rose one of the Novelties—Flat Arrangements of Flowers—First Hint of Spring Millinery in New York.

Staff Correspondence.

Office of Dry Goods Review.

160 Broadway, New York, Jan. 3.

THERE are many French shapes in the market, and in spite of rumors to the contrary they are still very large. It is expected that the flat idea will predominate, and the majority of shapes show this tendency. By this it is not necessarily meant that the brims are flat, for on the contrary many roll or turn upward, but the trimmings it is believed will not materially add to the height of the hat, in many cases will not raise above the crown or upturned brim. Several smart hats, however, have been noted that have bows of wide ribbon standing upright at the back, extending high above the crown, but these perhaps are the exceptions that prove the rule.

There is no notable decrease in the headsizes—they could hardly be larger since it is only the ears that prevent the majority of hats from slipping around one's neck. It is not very likely that the close fitting dingdongs and stocking cap effects will be in demand for straw goods. Such shapes would be unbearably hot in the summer, but they are being designed for early wear, and instead of being made on a firmer foundation are being made up on rice and cape net or on unblocked buckram. The collapsible hat came, was seen and conquered.

Hand-Made Hat May Lead.

It is believed that the hand-made hat is going to lead. Certainly the market is more generous in its output of these goods at present, and the turban in endless varieties is the form they take. Light weight fancy braids lead. Cones and strips are used for the draped effects and grass and rice cloth are utilized for the Tyrolean effects, these being unstiffened and lined with silk. The ever popular combination of tuscan and black is being shown as well as black and white. Hand-made hats are often made of two kinds and colors of straw, the upper part of the hat and under brim being of one color and the brim proper and trimming of another. Crowns are large and very full on these hats and the brims hug the head and are rolled up or down.

Pressed hats for southern tourist wear are of fine Milan, of hemp, chip or some of the fancy satiny straws are more apt to be in solid color. They are trimmed with lyre-shaped fancies with feather bow effects in speckled design, with wings, quills and smart-looking bows.

Soutache braid has been found to make very attractive ornaments, and is sewn on ribbon or velvet in straight rows, an effect which is very smart when the braid is black and the foundation white or vice versa.

Black soutache bands sewn on the under brim make a good finish and are particularly striking on Milan rolled brim sailors.

Rose and all shades blending to and from this color seems to be the "first best bet for spring." Combinations of rose and purple, of pink and lavender, are very strong, shades of lilac that are almost as much pink and up in price as well as the piece silks, and other silk prolilac, are considered good. Combinations of blue and mauve are also seen in flowers. The color card leads us to anticipate a brilliant season, but it must be admitted that the hats seen to date have been in exquisitely blended shades that may be described as dull or else in black and white or black and tuscan. One importation of hats that the writer was privileged to see emphasized pink in all shades, particularly the paler ones, with black. Pink crinolines and chips, veiled with black chantilly are most effective for dress hats. Dull maroon shades turning into light, but dull pinks and mauves were also featured.

It is the consensus of opinion that the turban will start off the season and that the rolled brim sailor will follow, trimmed rather flat, the greater part of the trimming being applied to the under brim.

Not Much Trimming.

There has been much complaining of the stinginess of trimming used on many of the winter hats, and many of the smartest tailored hats sin in the same manner. Not much trimming is used and that only at one place, the base of the crown most always being unadorned. When brims turn up, the trimming is often placed on them, the upper part of the hat being untrimmed. When flowers are used, ribbon is often used as well, and there seems no cause to complain of the scarcity of trimming then. Silk ribbons, fine ribbed, two-tone effects seem to be most strongly favored. Flat button effects covered with ribbon folded, and perhaps having a picot edge or else a fancy stitch of gold thread at its edge are very effective. Motives of ribbon flowers in many colors are also favored.

Novelties in Flowers.

Among the novelties in flowers, which are rather scarce to date, is a crepe-rose which is very beautifully shaded. The rough texture of the leaves gives a soft effect to the colors. This rose has velvet foliage sometimes, or again the foliage is of the material the rose is made from. Roses of all kinds are expected to be good, particularly the small and medium varieties. Primroses in mauvish pink, lilacs, wistaria and moss effects are also being banked on. Flat arrangements of small flowers, either in bouquets or garlands are engaging the attention of the trade at present. Indeed, in both flowers and fancy feathers it would appear that the smaller and more con-

---

Good orders have already been placed in all kinds of ribbons for early Spring trade. Many of these will sell retail at $1 per yard, several varieties costing 65 cents per yard wholesale. Of course these are exceptionally beautiful varieties, but in any case there is a decided trend upwards in ribbon prices, not very marked at present, perhaps, but assuredly on the way. It is simply the usual question of demand and supply. All silk goods are increasing in price owing to the increase in the price of raw silk, which has risen from $4 to $4.35 per pound, within a very short time, and ribbons must necessarily go ductions.

Style Features of the Year and How They Originated

Influence of Paris Has Been Very Easy to Trace — Short-lived Chantecler — Peasant Styles Had More Lasting Effect — How Political Events Inspire Designers — Development of the Oriental Effects.

DURING the year that is ending, the influence of Paris on fashions has been especially easy to trace, due, no doubt, to the simple and practical styles the leading dressmakers have been featuring this year. For when an attempt was made to push the freakish "Chantecler" fashions last Spring, they fell completely flat, and though the play aroused a world-wide interest, the style ideas, based upon its characters, produced no lasting effect and were a total failure.

The simple styles, based upon the costumes worn by the peasantry of southern Russia and the Balkan States, fared far better, for the models copied from this source have formed the groundwork of the majority of the year's style ideas, and their influence is yet strong on current fashions.

How Fashions Develop.

Fashion news naturally falls under three headings, namely, the first whisper, the advance idea, the developing tendency. Secondly, the high style, the accepted mode put out for the woman who is free to follow the dictates of exclusive styles, and who is able to take up each new thing as it comes along. Thirdly, there is the general current style, to which the merchandise carried by the retailer must measure up if it is to please customers and net a substantial profit.

Originate with Paris Houses.

Practically speaking, advance ideas originate with the Paris model houses. Some political incident, some new masterpiece of art, or some extra talk about an old one, some period play or opera brings an epoch to notice, or the advent of a new singer or dancer will serve to furnish the basic idea.

The annexation of Bosnia and the political situation arising out of Austria's bold defiance of France and England, turned the attention of French designers, in the early days of the present year, to the picturesque and semi-barbaric dress of the peasantry of southeastern Europe. Their interest in these styles received a great impetus from the success of the Russian court dancers, Mordkin and Pavlowa.

Simple Peasant Type.

To this peasant type is due the simple styles now in vogue, the chief features of which are the seamless shoulder and the bodice and sleeve cut in one, the normal waist-line and the uncorseted figure, the straight, narrow skirt, often gathered with a band at the foot, the undraped overskirt, and the use of heavy, barbaric band trimmings, and the taste for vivid blues and reds.

Peasant fashions are also remotely responsible for the "hobble skirt." Paris designers, however, repudiate the sensational extreme to which this idea has been carried, and blame a certain class, who are always ready to carry novel ideas to the extreme limit in order to attract attention, for the ridicule which has greeted this style, The banded-in skirt, so Parisian designers say, was never intended for street wear.

With ideas taken from a semi-Oriental source predominating, it was only a short step to the fashions prevailing during the time of the Consulate. These fashions marked the period after Napoleon's campaign in Egypt, and showed Oriental ideas grafted upon the high-waisted Grecio-Roman styles that gave rise to the so-called Empire fashions. It is from this source that the gauze draperies, weighted down with trimmings of Oriental splendor, made up of glittering beads and spangles and embroidered with gold and silver threads, come.

Paisley and Persian Type.

To this period is due also the notable revival of Paisley and Persian patterns. The name Paisley, as applied to Indian pine patterns and colorings, really originated in the thirties, when cashmere shawls became so fashionable. Excellent imitations of the real India shawls were produced at Paisley and the name was transferred to this class of patterns and colorings.

Early Fall fashions have favored the late Empire period, the time of Napoleon's second Empress, Marie Louise. To a limited extent fashion creators have gone for ideas to the Restoration period, that is, the time of Louis XVIII. and Charles X., so-called because the Bourbons were then restored to the French throne.

It is from this period that the present vogue of velvet and furs is due, the fur band at the bottom of the dress skirt, and the huge muffs and scarfs and pelerines.

In all these periods the low, round-necked dress was worn, and this fashion brought into use the light, diaphanous scarf, or shawl of lace or sheer silk, as a protection to the exposed neck and bust. For the self-same reason scarfs are most fashionable now.

The Curveless Figure.

A feature of the year's fashions has been the great influence exercised by the styles put out by Paul Poiret. Comparatively speaking, he is a new figure in the world of fashion designing, but his influence upon fashion tendencies is already very great, and in the opinion of many authorities, he is destined to be one of the great leaders in the near future. Poiret styles show great individuality. The gowns he has been featuring this year show an absolutely curveless figure. His dresses often hang in an unbroken line from the shoulder to hem, and have the appearance of being no wider at the feet than at the shoulders. Often two fabrics are combined in the one gown—the one being used for the upper bodice and sleeves, and the lower part of the skirt, while the rest of the bodice and skirt is of the other fabric. Poiret is responsible for the use of rich brocades in both satin and velvet, and for tapestries and Oriental embroideries in many colors.

Colors Dark and Sombre.

With the exception of the use of one or two high colors for relief purposes, the year's colors have been dark and sombre. With the opening of the year this tendency was noticeable, and it was further emphasized by the death of King Edward, which placed almost all the courts of Europe in deep mourning for a shorter or longer period. At present black is most fashionable, particularly when relieved with white. Deep blues, deep greens, and garnets are almost the only other colors worn at present.

The newest note in fashion tendencies is a revival of the modes of the early seventies. Various model houses are now showing dresses of this period. At the Prix D'Antomne several dresses taken from the styles of this period were worn, but whether any general following will result remains with the future.

WAKE UP, ENGLAND!

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Double Nainsook
Pure Milk Rubber
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8s. 11d. doz.

All sizes



These Shields are Beautifully Made--They are Perfection





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Does Your Value as a Clerk Increase from Shoulders Up?

All Men From the Shoulders Down are Worth About $2 a Day --- Anything Better Than That Depends on Brain Development and Application.

By an Ex-Clerk.

IN this article I am talking to clerks. And most of you do need to be told a few plain truths- in a way that will get underneath your skin and make you sit up and take notice.

Somebody has very truly said that all men from the shoulders down are worth about $2 a day. As a mere automaton—a thing of muscle, but lacking brain—no man's earning capacity goes beyond that figure.

Did you ever stop to think that the difference between you will your few dollars a week and the salesman who makes $5,000 to $10,000 a year is the difference between his thinking apparatus and yours?

If you're an intelligent, ambitious clerk you are only in training. You don't expect to be a clerk all your life. You hope some day before long to be in business for yourself.

Are you going to be a fourth-rate dry goods man, struggling along on about the same or a little more than you could earn as a clerk? Or are you going to be a good, bright, sound business man, with a bright, well-equipped store, and the cash register's cheerful music as a continuous performance?

It's entirely up to you.

The Almighty gave you brains—as many as lots of fellows earning several times your salary—but you've got to help yourself to the extent of using and developing them.

Every day you put off starting to bring out all the powers that lie within yourself is an opportunity lost—a golden opportunity.

You've got brains, you've got self-respect, you've a desire for the good things of life, you want to be somebody in this old world.

Just how far you can climb depends entirely upon yourself depends upon just how well you grasp the opportunities that lie all round you.

Do you realize that there is a scarcity of good men in every branch of business? Ask the head of any big concern and he'll probably tell you he has a dozen or two positions for which high-grade men are not available.

You have started in a splendid business, and one that will soon be immensely better—for the good man.

Stick to the dry goods business—know all there is to know about it—try to be the best dry goods merchant in Canada.

Rich rewards await the clerks of to-day who prepare themselves intelligently to become the merchants of to-morrow, and who bring to bear on their work the best that is in them.

The most valuable training you could have is that which you will get through studying your employer's business. Analyse it, pick out its strong and its weak points.

If your employer is successful you can be sure that there are certain definite reasons for it. If he is only fairly successful there are also clearly defined reasons why he has not climbed higher.

Find out what these reasons are and study them closely. If there are weak spots in the business try to remedy them. Be as careful about the store's welfare as you expect to be about that of your own store.

See that the windows are always well dressed, with goods that are seasonable and profitable. Start out with the idea of making the windows produce real business and lots of it.

And watch the results.

Encourage your fellow clerks to be more familiar with the goods in stock, to develop their ability to sell, to always be as neat as possible themselves and keep the store the same way.

And watch the results.

If your employer needs a cash register or other equipment, encourage him to get it. Modern appliances increase your efficiency, and they generally pay for themselves within a short time.

When these modern appliances are installed, see that they are used so as to bring the maximum benefit to the business.

And again I say, watch the results.

One of the greatest aids to success at the present time is the use of modern equipment and appliances—appliances that obviate worrisome detail, stop leaks, prevent mistakes, minimize the chance of dissatisfying customers and losing their business, enable you to more effectively display your goods, etc.

As a prospective merchant, you should study all the successful methods of buying and selling goods, apply the best of these methods, and—

-watch the results as you go along.

The Coronation Robe

There is reason to believe, says The London Times, that according to present intentions the King will wear at his Coronation the Imperial mantle or pall which was worn by King Edward on the occasion of his Coronation in 1902.

This mantle resembles a cope and just fits on the shoulders, being fastened in front by a morse or clasp. It is made of cloth of gold woven of plate-gold threads worked upon silk. It was desired to obtain for the cloth of gold a peculiar shimmering appearance, so that in any light and from any point of view the cloth should glitter and sparkle with splendid effect. A very great number of specimens of cloth were made, submitted, and rejected before the one finally adopted was approved. Upon the cloth of gold is embroidered a design of laurel leaves forming a background rather subservient to the general adornment of the robe, which consists of emblems embroidered in various colors. This background is produced by fine stitches of the various silks used in the emblems, and these stitches again are covered over with silver and gold threads, the whole being drawn together with an outline of fine gold. The background was introduced because the cloth of gold alone would have been too monotonous in its splendor, and also because the emblems could not be embroidered upon the surface with satisfactory effect without the provision of some subordinate scheme of decoration.

The emblems are encircled by the laurel leaves (which form wreaths or chaplets), and consist of the Imperial Crown, the Imperial Eagle, the Rose, Shamrock, and Thistle, and the Lotus Flower, the emblem of India. The eagles are embroidered in silver, the Lotus Flower in white, the Rose, Shamrock and Thistle in their natural colors. These emblems are repeated over the whole surface of the robe, and, with the laurel leaf ornamentation, add greatly to its richness and magnificence.

CANADIAN FUR TRADE NEWS

Fur Sales Tell the Story

Statistics From London Market Give Fair Idea of Proportionate Business — Quantities and Values.

LONDON, England, is the central distributing point for the raw fur market of the world, as applied to the class of skins referred to in this article.

The Hudson's Bay Company handle on their own account their enormous collection of skins. Outside of them the bulk of the collection is disposed of through the firm of C. M. Lampson & Company, and the sales are conducted by public auction. To date of the present year the following quantities of skins to which has been added an estimated value, have been sold. The figures are interesting since they give an excellent idea of the proportion of business transacted in the different furs :

	Skins, 1910.	Approximate value.
Raccoon	365,635	$460,000
Musquash	2,611,658	1,300,000
Musquash, black	57,032	43,000
Skunk	890,255	2,225,000
Cat, Civet	145,472	110,000
Oppossum, American	589,289	295,000
Mink	179,228	900,000
Marten	23,351	235,000
Marten, Japanese	16,307	40,000
Sable, Russian	14,529	580,000
Sable, Japanese	1,245	12,000
Fox, Red	67,046	470,000
Fox, Cross	2,489	25,000
Fox, Silver	913	68,000
Fox, Grey	30,672	61,000
Fox, Kitt	20,191	20,000
Fox, White	11,641	93,000
Fox, Blue	2,664	40,000
Otter	15,828	158,000
Sea Otter	307	60,000
Cat, Wild, etc.	38,022	114,000
Cat, House	68,610	34,000
Lynx	2,570	51,000
Fisher	1,389	20,000
Badger	17,000	13,000
Beaver	21,359	107,000
Bear	17,833	270,000
Wolf	66,889	335,000
Wolverine	1,344	11,000
Hair Seal, Dry	10,411	11,000
Fur Seal, Dry	716	
Fur Seal, Salted	*13,165	1,000,000
Squirrel, Russian	668,906	136,000
Sacs, etc., Russian	21,958	132,000
Fox, Japanese	37,020	75,000
Badger, Japanese	3,662	2,000
Kolinsky	143,391	72,000
Opossum, Australian	2,095,932	1,048,000
Wallaby, Australian	613,210	307,000
Kangaroo, Australian	11,358	3,000
Wombat, Australian	9,648	4,000
Fox, Red, Australian	75,452	75,000
Chinchilla, Real	11,377	59,000
Chinchilla, Bastard	7,390	22,000
Grebe	61,266	15,000
Marten, Baum	2,195	17,000
Marten, Stone	6,898	41,000
Fitch	15,970	32,000
Ermine	203,785	204,000
		$11,505,000

Mistakes by Small Furriers

Some Helpful Criticisms — Overcrowded Show Windows — Bad Lighting — Poor Ventilation — Lack of Neatness.

What criticisms of a helpful character have you to make with reference to the merchandising of the small fur dealer? was the question which the Review recently asked of several prominent wholesale men.

"What are some of the wrong methods followed by the small fur merchants?" repeated one. "I should say they overcrowd their show-windows for one thing, most of them. This will show you what I mean. Look at this shop over here to the left, and then at the one down there on the next corner. It seems to me the man who runs a small fur shop is so afraid the public will think that if he puts only a few pieces in the window, that they are all he has, that he sticks a specimen of everything in his shop. caps and muffs and stoles, and gloves and moccasins and bags, and perhaps two or three jackets, all crammed and crushed into a six by ten window, so that you cannot tell where sable ends and mink begins, nor whether a collar is a collar or a piece of a cape made of six or seven varieties of fur. And I am sure you could never tell whether those jackets were made to fit or not.

"Now look here. There is just that one long Persian jacket, probably not a bit better in either quality or fit than the ones in the other window, but you can see every line of this one, just how long the sleeves are, and how the collar lies on the figure. And you can count all the heads and tails on that mink stole and muff. They just look as if they'd been hung up there carelessly, as if the merchant didn't care who saw them. Then there are only these two or three pieces on the window floor. Of course this man has seven windows, and he can show a good deal of stuff in so many, while the other dealer has only one. But the small dealer has to get out and hustle, anyway, in order to keep pace with the bigger man, and instead of trying to crowd seven windows full into one, why doesn't he change his windows oftener and put less into them. Ten chances to one his customers in any case are going to be the people who are continually passing and repassing his shop, and not often the odd stranger who may go by. And in any case the stranger and the other people too, will be attracted more by a nicely dressed window with two or three good pieces, than by a medley in which they cannot distinguish anything. Of course I don't say ahey all make this mistake, but I do say that a great many of them do."

Good Advertising Reflects Merchant's Idea of News Values

How I. E. Pedlow Encouraged Early Shopping — Good Work for Sussex Mercantile Co. --- Dauphin Mercantile Present Facts Forcibly --- Chas. Dean's Advertising --- Where Macdonald & Co. Might Have Done Better.

THERE is a store in Renfrew that does uniformly good advertising. That store is I. E. Pedlow's. A page from The Journal, carrying a Pedlow advertisement is reproduced here. This appeared on November 3rd., 1910, and shows that Mr. Pedlow believes in encouraging the early shipping idea. That encouragement takes a very practical form. It shows the prospective customer just why it will be to her advantage


PEDLOW'S PUBLICITY PAGE — CHRISTMAS BULLETIN No. 1

TOYLAND IS NOW OPEN

And we want all the youngsters to come and see the show. It is free, and they will be welcome. Give range numbers only when ordering by mail. Preserve these bulletins for future reference.

CHRISTMAS DOLLS— –EXTRAORDINARY VALUES

25c 50c 50c 75c

ESKIMO DOLLS. Very Popular No. 7

$1 $3.75 Each 25c Price, each 15c

RUBBER RAG DOLLS No. 8

VELVET COVERED STUFFED ANIMALS No. 9

No. 10—Genuine Steiff Cats

No. 12—Genuine Steiff Dogs

No. 13—Paper Mache Horses 10c

No. 14—Mechanical Toys 25c

No. 15—Mechanical Coaching Pigeons 25c

No. 16—Mechanical Toys 50c

10c

No. 21—Big Leader Assortment, at 25c

STERLING SILVER MOUNTED BRUSHES AND COMBS

I. E. PEDLOW'S The Noted Mail Order House Renfrew

A first-class Christmas ad. run early in November by I. E. Pedlow, Renfrew, Ont. This ad. produced good results.

to buy the goods advertised about seven weeks before Christmas, instead of leaving the purchase until the last day or two before the holiday. This advertisement has the great merit of showing the goods advertised, and showing them attractively. It is pretty safe to assert that every woman reader of the Journal, with a baby at the doll age will spend some time looking over this advertisement. It is seldom that one sees a toy advertisement as attractively gotten up as that reproduced here. It is one which will command attention, and, what is more important, it demonstrated in the most practical kind of a way that it was a good advertisement by selling the goods shown in large quantities. And it must be remembered that it appeared a good many weeks before the period when the Christmas shopping actually begins, in most cases.

The Sussex Mercantile Company, Sussex, N.B., has a self-taught advertisement writer, and a sample of his work is shown here. It is a very creditable full page ad., especially so when it is remembered that the writer of it has had no training in this work beyond the experience gained in actually doing the ad.-writing for this store. Sussex is not a city, and the facilities for executing advertising ideas at all out of the ordinary, are limited to the necessarily small equipment of a country newspaper office. With the material at hand, therefore, this young man has made a good job. There is one defect in this advertisement which every ad.-writer should try to avoid. It is not easily read. In many of the paragraphs, particularly at the top of the page, several lines are run in together without any break, and the result is that the paragraphs are unattractive to the eye. They look long and are hard to read, because the type used is small. It must always be borne in mind that an advertisement that is not read might as well not have been printed, and an advertisement that is hard to read will not get the attention it would receive if it is attractively arranged and easily read. It is better to get less matter into an advertisement, and have that matter attractively set, than to crowd in a mass of type that repels one. This does not necessarily mean that the type used should be large. On the contrary, we believe it is better to avoid as far as


Just Three Weeks to Xmas.

Thursday Dec 8th we will have all our Xmas goods on display on stairs

Myers Pumps! Myers Pumps!

BOOKS

When it Comes to DOLLS

Our Ribbon Department

Mens Waterproof Boots at $3 80

Why Not Select Your Xmas Gifts Now?

$1 43—A Special Value in a Womans Laced Boot—$1 43

Xmas Suggestions

Our Prices are Right.

$9.50

LADIES, MISSES AND CHILDRENS NECK FURS!

The Sussex Mercantile Co. Ltd.

As a Christmas ad. this would have been better had the pump talk been left out.

possible the use of large type, except for heading, which of course, must be sufficiently large to attract, and tell their story in a few strong words. In the advertisement referred to there is one jarring note. It is the introduc-

BRINTON CARPET CO LIMITED.



MANUFACTURERS of HIGH CLASS
BRUSSELS WILTON & AXMINSTER CARPETS & RUGS.

FACTORY & OFFICES
PETERBOROUGH, ONTARIO

JANUARY 4, 1911

A new Company has been incorporated with a capital of $350.000.00, and has taken over the business of the Brinton Carpet Company, of Canada, Limited. The stock, every dollar of which is subscribed and paid, is held by a number of the best known business and financial men in Canada.

When the Company went into liquidation, and a reorganization became necessary, this was easily effected by the interests referred to above. They realized that the products of the Brinton factory were eminently satisfactory from every point of view, and ample Canadian capital was made available.

The assets of the old company have been taken over by the new interests, and the splendid factory at Peterborough will be considerably enlarged. An addition is being made to the dyeing plant, and plans for a new spinning plant have been called for.

These enlarged manufacturing facilities are felt to be necessary in order to take care of the increase of business that is bound to come as a result of the increased working capital, the aggressive policy decided upon and the fact that the Brinton goods have already established for themselves an excellent reputation in the Canadian trade.

The workmen employed in this factory have been especially brought for the purpose from the centre of the world's carpet centre—Kidderminster, England.

Travellers will soon be out and will present for your inspection a better range of samples of Brinton Carpets and Rugs than ever before. It will be to your advantage not to place further orders until you have seen this range, as the values and styles offered are unusually good.

BRINTON CARPET CO., LIMITED.

Factory—Peterborough, Ontario.

G. R Copping,	J. M. Mackie,	H. E. Wadely
President and Man.Dir.	Vice-President.	Mgr. and Sec'y

tion in the most prominent place in the page of a long paragraph devoted to pumps. This looks decidedly out of place in a Christmas page. Chrsitmas gifts and pumps will not mix very well, and unless there is some good reason, which is not apparent in the advertisement itself, why pumps should have been brought into this ad., it would seem to have been better left out, or at any rate given a less prominent place in an otherwise rather attractive advertisement. There is every indication that considerable thought has been given to this advertisement, and with the exceptions referred to it is a creditable effort.

Two three-column advertisements from the Dauphin Mercantile Company, of Dauphin, Man., are reproduced here. In the reproduction they suffer somewhat. The particular feature which distinguishes these advertisements, and especially one of them, is the vigorous way in which the change in store policy, from credit to cash is announced. This is evidently a very radical change, and some strong facts are hammered home pretty forcibly. For instance, this sentence should carry conviction: "On and after November 1st we guarantee to equal or better—both in price and quality—any article, garments or materials, listed in the mail order catalogues. These catalogues will be displayed prominently on all our counters



"THE STORE OF QUALITY"

A Change of System

CREDIT TO CASH

An Epoch in Our Business History

Next Tuesday, November 1st, we adopt our New Method of Conducting Business.

TERMS STRICTLY CASH. ABSOLUTELY NO CREDIT

ONE PRICE TO ALL

Direct Competition with the Mail Order Stores

WE INVITE YOU TO MAKE COMPARISON OF OUR PRICES WITH THE MAIL ORDER STORES

COMPARE PRICES FAIRLY AND HONESTLY

This is Not a "Sympathy" Appeal

"CHANGE OF SYSTEM" SALE

November 1st to 7th

Spot Cash Prices

THE DAUPHIN MERCANTILE CO.

The Dauphin Mercantile Co.

DAUPHIN'S GREATEST STORE

Dollars and Cents

"Extra Special" Economy News

To help out the Last Two Days of our "Change of System" Sale, Saturday and Monday

In the Men's Wear Section

ONE PRICE TO ALL

REGULAR GROCERY PRICES

That Cannot be Duplicated Elsewhere

Prices Better or as Good as the Mail Order Stores

Patronize a Home Industry

Pay By Coupon If You Wish

Again we invite comparison of our present prices with the Catalogue Stores

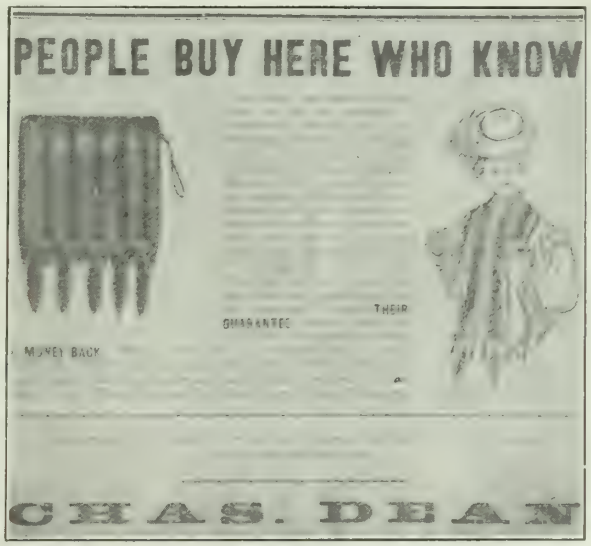
THE DAUPHIN MERCANTILE CO.

A couple of Western ads. They are well written, but poorly set.

for handy reference." The point is very properly taken that it is only by the adoption of the cash system that a local merchant can hope to compete with the mail order stores, and this is an argument that must appeal to anyone who gives the matter a moment's thought. So far as the subject matter of these two advertisements is concerned, there is little room for improvement. They are well written, and are convincing. In arrangement, however, they might be much better. There is too much display type used in both ads. to obtain a pleasing effect. The too liberal use of rules running entirely across the ad. gives it a jerky disjointed appearance. Then, too many different kinds of type have been used. This is a criticism which should be directed more to the compositor than to the writer. The use of cuts would, of course, have added to the attractiveness of these advertisements.



Chas. Dean, of Glencoe, sends in a couple of advertisements, upon which an opinion is asked. We do not believe Mr. Dean is making the best use of the space he is buying in his weekly paper If he were advertising in a daily paper, and could devote all of his space each day to a talk about one line, that style of advertising would no doubt be as good as any he could do, but with a paper



PEOPLE BUY HERE WHO KNOW

MONEY BACK

GUARANTEE

THEIR

CHAS. DEAN

Some suggestions for improving this advertisement are given.

published only once a week, and a limit of fifty-two times a year upon the opportunities this merchant has for talking to his customers, and those whom he wants to become customers, it would seem undesirable to confine the whole of the space to a talk on furs or men's clothing. With this space one could run every week an



THEY ALL SAY

OUR OVERCOATS ARE THE BEST

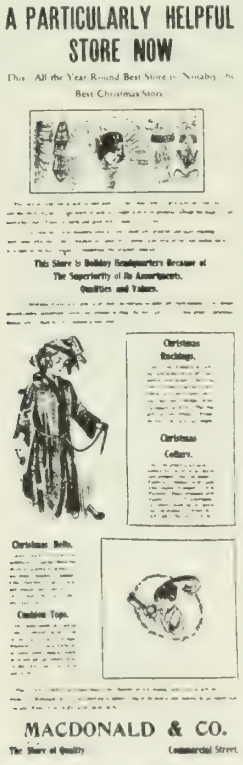
CHAS. DEAN

A sample of advertising from Glencoe.

attractively arranged advertisement, dealing with at least half a dozen lines in the store, and could quote prices. Experience has shown that store advertising is most effective when actual goods or articles are described and priced. Department store advertising has been enor-

mously successful, and its success may be traced to nothing else than the practice of telling the people what the store had to sell, and what price they would have to pay for it. We believe this style of advertising would be more effective than the talks on furs and clothing in the two advertisements reproduced here. This kind of advertising has some value of course, but why be content with creating a moderately favorable impression when it is possible to obtain much better results. Why not try something like this: Announce a "Profit-Sharing Week," and for that period give the clerks a small commission on sales, say two or three per cent., in addition to wages. Tell about this "Profit-Sharing" plan in the advertisement, and announce for that period only say six good specials. This will help to give the clerks a personal interest in boosting sales, and will be something out of the ordinary. There are fifty other plans which might be worked alternately, and which would help to infuse human interest into the advertising.

A good advertisement is not always the one that is pleasing to the eye, or that expresses in a pleasing way a good sentiment. A good advertisement is one that makes the reader want to purchase the thing advertised, or that impels him or her to visit the store whose advertisement he or she is reading. In a word, an advertisement that does not inspire action is of little practical or immediate value. Judged by this standard the adver-



A pretty ad. from Glace Bay, but is it as good as it really ought to be.

tisement of Macdonald & Co., shown here is not measuring up to its opportunities. It is, in appearance an attractive advertisement. The illustrations used are excellent, above the average, by a good deal, but as a Christmas ad. we believe it could have been improved if a great deal more had been said about the goods, and if more specific information about the lines referred to had been furnished. There must have been a hundred and one other holiday suggestions, too, that could have been brought in to an advertisement for Christmas goods. As an attractive looking ad, we consider it splendid, but as an action-impelling effort, it could have been improved, in our opinion along the lines indicated. It is hardly fair to judge the general advertising of a store by one advertisement, and we should like to see half a dozen samples of Macdonald and Company's ads. In all probability the defects which appear to us in the one reproduced, may be entirely absent in others from the same source. This is not intended as a severe criticism. It is simply a suggestion. Accept it for what it is worth.

Cash is the Explanation.

"Half of the failures in business may be explained by disregard of two things," writes John Carruthers, an Orillia merchant. "One is the cash system and the other is selling goods at a profit.

"In the first place do not try to do all of the business. Never be jealous of a competitor. Of course, get all the business you can, but get it with a profit. By selling for cash you retain part of the profit, pay expenses and have enough money at all times to take discounts—that is if you watch your buying and dating. At any rate, by selling for cash, you don't have your money out when you need it to pay your bills.

"There is no man living to-day who should not get an honest percentage on all sales. This selling goods at cost and below to create a sensation is all humbug. Now, I don't mean to say that you must never try to draw a crowd, but if a man in the retail trade has any ability he will have opportunities to pick up lines that will be trade winners, and sell at a profit.

"Adherence to the cash system is the explanation of the success I have attained in my business. I have been at it over nine years and have less than $200 on account —some of them being contras. Before starting business I reasoned out that if you haven't the money for your creditors, but have the stock in your shelves, they would likely give you a chance to realize on them, but if the goods were given to some people and you had their names on the books, it would be no guarantee that they would continue to carry you."

Death of Wm. McTaggart.

William McTaggart, secretary and one of the directors of the Gordon, Mackay Company, Toronto, died Dec. 27. About two weeks before, he had undergone an operation at the hospital, and following this, failed to secure his usual good health.

Mr. McTaggart was born in Clinton, forty-two years ago, the son of Malcolm McTaggart, a banker. He had been with the Gordon, Mackay Company twenty-two years, becoming secretary-treasurer and director upon its re-organization as a joint stock company about 10 years ago.

Members of the Gordon, Mackay Company pay high tribute to his business ability and to his many fine qualities. "He was a man in whom you could place the most absolute confidence," said one. "He was very methodical, and as a close student of commercial systems he applied his initiative and originality to his work as an accountant with great success."

Mr. McTaggart was unmarried. He was a member of the National Club, and the Royal Canadian Yacht Club, Toronto.

W. J. Brown succeeds to the position of secretary-treasurer, made vacant by Mr. McTaggart's death.

Pantaloon Gown Latest Production of Fashion Designers

Paris Comments on Sensational Style Features --- Velvet and Satin Trimmed With Fur and Lace --- Draped Waists of Two or More Fabrics the Latest Idea --- Velvets in High Colors Fashionable for Evening Wear

Staff Correspondence.

Paris, France, Dec. 24, 1910.

NO sooner is a style launched than a disposition to carry it to a sensational extreme is evinced. Just at present it is the very low cut of the fashionable evening gown that is inviting criticism. Nor is that the only point in which the new fashions are causing unfavorable comment. The contour of the figure at the back is made so prominent in both evening and street gowns that the effect is both ugly and indecent.

This may have a bearing on future fashions. Just as the present tight skirt is an evolution of the hobble, some feature based upon these two extremes may become later a factor in popular fashions. The pantaloon gown has in fact made its appearance, though in very conservative form, the divided effect being barely discernible.



Costume of brick red velvet. Jacket plainly garnished with velvet buttons and self-colored zibeline cloth collar. The skirt cut up one side, opened over a zibeline cloth panel and was finished with band of skunk fur and velvet buttons. Worn by Princesse Nicholas of Greece.

All the newest evening dresses are made with a draped bodice of two materials, generally of mousseline de soie and lace. Velvet and lace can be treated in precisely the same manner. Thus an evening gown of cerise velvet had the waist composed of cream Chantilly lace crossing back and front and resting on a similar crossing of the velvet. The sleeves were of the lace, and were short and plain, and edged with a band of cerise velvet under the border of the lace. The skirt of this gown was perfectly plain save for the overlapping width at the back, and was a trifle long—just trailing—which is much more elegant than the short skirts for evening wear.

The sleeves are in one piece with the bodice and there is a yoke of maline net and a high, well boned transparent collar of the same edged with a narrow ruche.

Often there is a wide band of embroidered lace or heavy embroidery around the bottom of the skirt headed with a narrow band of fur, and a band of the same fur is used to outline the yoke. With the dress of this description illustrated is worn the new coolie-shaped hat,



Sensational gown of black velvet worn at the Ritz luncheon. Tunic of Venetian silver embroidered lace finished in a deeper border of ermine. Ermine brettelle fichu, edged with skunk fur over lace-covered bodice.

also bound with fur and for the street the addition of a flat scarf or stole of skunk, ermine or seal will be made, with a large flat muff to match.

Brocade and Velvet.

Brocade is rivaling velvet for evening wear. Brocades are in all colors, but cream, orange and gold seem to be the favorites. The gowns of brocade are made in extremely simple styles, and have tunics of mousseline of the same shade edged with a narrow band of fur.

The very low bodice is of brocade, mousseline, and lace in crossover effect. The short sleeves are edged with a band of fur finished with a flounce of the lace.

Over these glittering yellow gowns handsome evening cloaks in vivid shades are being worn. One seen was of velvet brocaded crepe in cerise. The neck opening was pointed both back and front, and there were no sleeves but only a space left to put the hands through. A wide band trimming af white bear fur enveloped the neck and came down to the waist in front. Other cloaks are of black velvet or double-faced satin, and are draped around the figure and drawn to the side and invariably have wide shawl collars of fur.

Many hand-some gowns have been seen recently at the luncheons given at the Ritz Hotel, and on not a few occasions these entertainments have been graced by Royal visitors. The dresses worn have naturally been of great elegance and have included the latest models of the season. The majority of the gowns seen are of velvet or satin, trimmed with lace and ermine, or other rich furs.

The Cloth Tunic a New Idea.

Smart dresses of the black cloth or satin, and satin or velvet suits made with short narrow skirts, and a new idea is the cloth tunic over the satin or velvet skirt. One sensational gown was made of black velvet over which fell a loose cut-up tunic of silver embroidered Venetian lace, finished with a deep band of ermine fringed with tails. A bretelle fichu of the same fur edged with skunk was posed over the lace bodice, the upper part of the sleeves being of lace and the tight-fitting lower part being of black velvet with a band of skunk at the cuff and a band of ermine just below the elbow.

Tailored gowns are notable for their exceeding simplicity, the smartest tailormades having no trimming save a little looped braid and a few buttons. Street dresses now rely upon the quality and the beauty of the fabric and the perfection of the cut for their effectiveness.

New Skirts Gain in Width.

The newst skirts are not so short as they have been and have also gained in width just enough to counteract the ungraceful tightness of the back-breadth. They are also raised a few inches above the normal waist line. Coats are of the sack shape.

Elegant afternoon tailor-mades are developed in satin feutre or velvet and are trimmed with tubular braids of passementerie.

The materials or the useful tailored gown are homespuns, ratines, plain and pin-striped serges and Scotch tweeds.

R. D. Fairbairn Elected to Education Board

Rhys D. Fairbairn, President of the R. D. Fairbairn Company, Limited, has been elected to the Toronto Board of Education. Returns show that he was but seventy-one votes behind the "regular" candidate, the chairman of the Board, and that he secured 163 votes more than a "slated" candidate in his ward. In view of the fact that he was looked upon somewhat as a "new man" and entered the field unwedded to any organization or identified by "slate," he is all the more entitled to congratulations upon his success.

Undoubtedly, Mr. Fairbairn's well-considered views on education, his broad outlook and practical, though unostentatious activity upon questions of national importance, had much to do with his standing in the election. His educational policy as outlined to the electors is big enough for Toronto—big enough for Canada. He urges the necessity for development along lines which have been somewhat neglected. Canada, he points out, is years behind many other countries in technical education and vocational training in schools and he advocates a course calculated to give to the country an educational equipment which its youth and future deserve. The advanced classes of the public schools, moreover, he declares, should not merely be limited to a commercial course, but should



RHYS D. FAIRBAIRN

President R. D. Fairbairn Co., Limited, recently elected to Toronto Board of Education.

afford a good all-round English education. Mr. Fairbairn believes in the "gospel of play" and holds that school sites should be ample in area and properly equipped to serve as supervised playgrounds.

As vice-president, for Ontario, of the Association of Canadian Clubs, which has for its ideal that unity of Canada essential to its highest development, Mr. Fairbairn has frequently addressed meetings in different parts of the province. He sees great things in the map of Canada, and his conviction, based upon a broad knowledge, is that the problem of this country to-day is transportation, not ariff, that the great aim in national economics should be the union of provinces and territories by railway and waterway in such a manner that their great natural resources may be made available to the whole on the most advantageous plan possible. For instance, he holds that railway lines from the heart of the great West to Hudson Bay, there to connect with navigation, would facilitate an exchange of western and eastern products and would prove the natural exit from western granaries to the markets of the world.

The unity and development of Canada and the proper education of young Canada are two of the great responsibilities of the national heritage. Mr. Fairbairn has the right viewpoint. May his effort have full scope.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que

Be Prosperous — Start 1911 on the Right Road

Never in the history of advertising was there such a success—such a producer of business as our Successful Special Sale System. Our plans will assist you to do Three Months' Business in Ten Days. Investigate our proposition.

The Only Successful Special Sale Promoters,
FRED W. WEBER & COMPANY
427 East 47th Street, . Chicago, Illinois

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $20 a year, and your ad. will go to 5,000 merchants each month.

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F. N. BURT COMPANY, Limited

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Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building **Vancouver, B.C.**

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

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Largest Importers and Manufacturers

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The Commercial Account Register

pays for itself in a few months. For simplicity quickness in operation, durability and elegance in construction it has no equal. Cuts out bookkeeping and fits any safe. Send postal for catalogue and Canadian testimonials.

COMMERCIAL REGISTER CO.

178-180 Victoria St., Toronto, Ont.

What Other Merchants Have Found to Pay

A men's furnisher originated a suspender sale. To his farmer trade he sent half a pair of suspenders, with an explanatory circular, stating that every man who brought it back to the store would be presented with the other half and the two would be sewn together for five cents to repay postage on the package. Or, if he returned the half personally and did not want the pair, he would be given 10 cents for it. The offer held good for the three last days of the week, and attracted a lot of people to the store.

* * * *

A comparatively small store recently conducted a successful package sale. The packages numbered one thousand, contained articles of men's wear and women's dress accessories. There was but one price 25 cents and one package to a customer. About 500 packages were displayed in the windows three days in advance, with appropriate cards. The packages contained excellent value for the money. The sale was announced by circular and in the newspapers about two weeks in advance. In one day the store sold $2,000 worth of goods.

* * * *

It cannot be denied that the personal letter is a great factor in building up and retaining business. Many merchants employ it as a means of informing certain of their customers with reference to new goods or lines in which some special offering has been made. Many cases are known where people, having left the district of the merchant with whom they had been dealing, still indicated, by letter, their desire to purchase certain lines from them. This has given the merchant his inspiration. Regularly he writes these people personal letters, describing goods in which they show an especial interest. It keeps him in touch with old customers and always brings him a certain amount of business.

* * * *

By means of personal letters to the parents among his customers, a retailer built up an exceptionally good business for his children's department. He kept a record of sizes, which, though subject to slight change from time to time, he found very helpful in clinching sales. The fact that he took the trouble to keep some record which could be referred to at all times, had a tendency to create confidence in his customers. In some cases, people in the surrounding district sent him repeat orders by mail for little articles of wear in which the exact size was not an all-important matter, but for which the record gave all necessary information.

* * * *

Special events, such as the Charity Fair, have sometimes been espoused by retail merchants with considerable advantage in the way of business and advertising. The general plan is to contribute 10 per cent. of one or two days' sales to the institutions interested. The latter send some of their representatives to the store to meet and sometimes to wait upon customers. The great advertising value of such a feature consists in the fact that it gives the merchant an exceptionally good chance to exploit the policy of his store.

* * * *

One merchant gave away a lucky cent, of the most recent coinage possible, in the form of a watch fob, to every purchaser of goods in his men's wear department whose bill amounted to 99 cents, the one condition being that a dollar bill be tendered in payment. The fob comprised the change and the souvenir.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

Buttons! Buttons! Buttons!

Are you looking for up-to-date novelties? We are specialists in Ivory, Pearl, Metal Covered and Fancy Buttons, Paris and New York designs, suitable for the manufacturing trade. Will gladly submit samples.

Embroidery and Braiding
Machine and hand work. Write us for particulars.

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145 Wellington St. West, TORONTO

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

WHOLESALERS

Before you go any further with your buying consider this: The old reliable firm of Herm. Patz, Oelsnitz (Saxony) is now represented in Canada, and is prepared to show you exceptional advantages in their Axminster Squares, Rugs or Mats.

Designs and price lists upon application.

Otto T. E. Veit, Wellington St. W., Toronto

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc, are invited to write us. Good connection with the trade.

The G. A. Tranter Co.
Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT
19 Passage de Petits-curies, - Paris, France

THE HOME OF



CANADIAN-MADE

LINOLEUMS
FLOOR OIL CLOTHS
TABLE OIL CLOTHS

Enamelled Oil Cloths
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Sanatile Oil Cloths for Walls
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Handled by all the Wholesale Dry Goods Trade

MANUFACTURED BY

The Dominion Oil Cloth Co., Ltd.

MONTREAL

Furnishings and Decorations for the Home

The Popular Spring Colors

Brown a Favorite, Especially in Pumpkin Shadings — Blue Prominent for Dining-Rooms — Floral Patterns for Bedrooms — French Grey and Ivory.

IN nearly all lines of carpets, upholstery goods and wall paper, the new color scheme is the same. Green is, of course, staple, Rose, for drawing-rooms chiefly, and in combination with champagne is also excellent as usual. Brown stands out as a high novelty, and pumpkin shades will be much used. French grey is also popular, and ivory bed-room decorations are a selling line. These are designed to go well with white or cream enameled furniture.

More and more is being seen of the soft new blues. This color is used for halls, bed-rooms, drawing and dining-rooms, but it is suitable only where there is plenty of light. This fact ought to make it, if enticingly displayed in the handsome, new patterns, a great favorite in the country and towns.

Among the above colors a well-received combination was that of orange with brown. This may be used equally well for library, den or hall. Any dark place is treated with brown or orange, as these shades are the most illuminative of all.

Natural linen shades, running into cream on the one hand and pumpkin on the other are very much in evidence, chiefly in wall-papers.

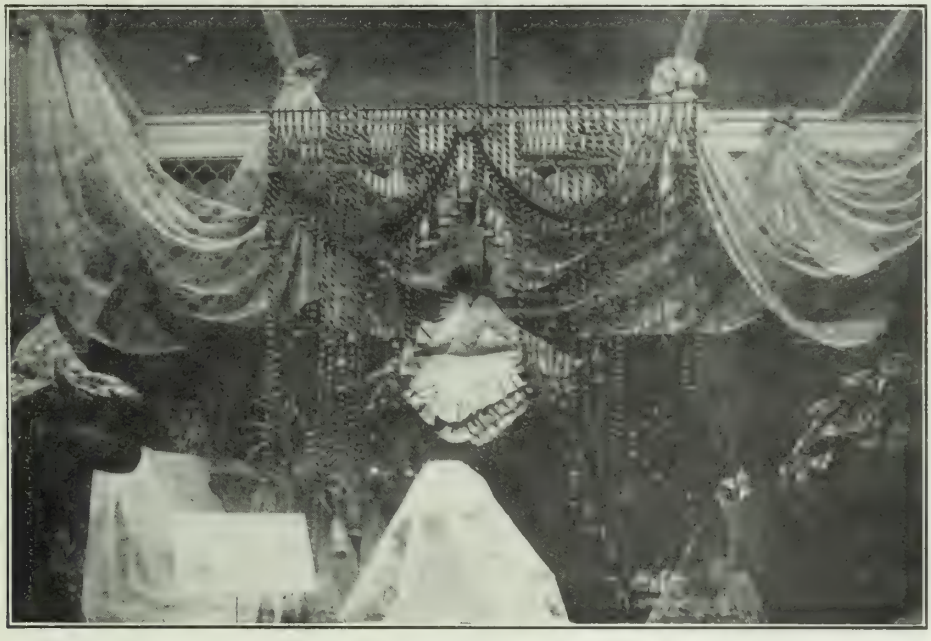
Hangings and Upholsteries

High Class Lines Show Pompadour Brocades — Tapestries and Velours are Good Sellers —Demand for Craftsman's Cloths.

Certain lines of hangings for portieres, and wherever a certain heaviness and dignity are desired, continue much the same from time to time. Velours are favorites for the purpose, but this season sees a great leaning towards tapestries in verdure effects and in imitation of the ancient scenic tapestries. The latter are also being widely used, both real and imitation, as mural decorations. A recently imported masterpiece representing Diana with her nymphs cost the firm which is now showing it in their parlors $3,000, and was not considered dear at the price.

These high-class goods are bound to affect the general demand, and many reproductions, especially in the practical verdure lines, are seen.

Pompadour brocades being another new and favored material, has peeped through into the cheaper lines to such an extent as to popularize every form of the small, dainty pattern and Dresden coloring in wash goods.



Housefurnishings Window by T. W. Byam for The Ritchie Co., Belleville. Materials are draped gracefully in rear, rope portieres introduced with good effect and rugs, blankets and curtains tastefully grouped.

Nothing will ever quite supplant the rose and champagne combination for drawingroom use, but a little wider color range is seen now. Pompadour is the note struck by fashion, and this means a decidedly mixed, Dresden effect. Just as this has leapt into popularity in dress goods, so it is in decorations. Tiny bouquets of many tints are seen on light, creamy backgrounds, small baskets of flowers in natural shades being also favored. All colorings are delicate but clear, and touches of a clearer, brighter pink than the rose of convention strike one of the new season's notes. This pink runs into the bright, flesh tints called "Henner."

Cheap lines of curtains or portieres show mercerized, brocaded effects and are popular as ever. Many self-colored effects may be looked for as the season opens, as these will be chosen to correspond with the wall papers and carpetings which are now showing self-colorings. At present mixed effects are selling well.

Monk's cloth and burlap retain their popularity with the general public, though no longer a novelty. High-grade numbers invariably show more elaborate decoration schemes, stencilling being widely employed, and

Better than the New Year's resolution to work harder is the resolution to sell Wall Paper that works harder for you.

STAUNTON WALL PAPER

STAUNTONS LIMITED
941 Yonge Street, TORONTO

some very handsome effects are obtained by the use of a white paint of considerable thickness on dark backgrounds to outline stencilled patterns in colors. Natural colored monk's cloth when trimmed with the Gobelin edging makes an ideal hanging.

Much the same as the portiere and hanging fabrics are the new upholsteries. Brocaded effects lead for the drawing-room, and tapestries are a popular line, showing verdures as leaders. Gobelin numbers sell well, and are reproduced on wash goods, so popular have they become.

A high style feature noticed was the Gothic pattern in a rich, dark brocade. This Gothic is already seen in wall papers and in carpet patterns, and it would not be surprising if it turned out to be one of the star lines upon which the decorators occasionally hit.

Rugs, Carpets and Mattings

Rugs Still in the Lead as Sellers — Much Oriental Seen in Handsome Imitations — Brussels and Wilton Popular Favorites.

Rugs continue in the lead over piece goods, but many specimens are now seen of piece goods made up in rug effect. These include popular numbers in Brussels and Wilton weaves.

Large metropolitan houses are having a rug made up to their order, in England, showing the same article in Brussels and in Wilton. These come at cheap prices and yet have the features of good design and coloring. Smaller merchants may emulate this idea by carefully choosing among the handsome new wool squares, imported and home-made, which show admirable designs in very simple yet effective color schemes. A self-colored brown rug had art nouveau design in the border done in pumpkin yellow. Similarly, a soft French grey square showed pink floral border. Either of these would retail at $15.00 and were as artistic in their way as could be bought.

Imitation oriental rugs have prospect of continued popularity for Spring. Many of the reproductions rival the originals in beauty at astonishingly low prices.

Large, floral designs continue best sellers in matting, but city trade is asking for the neat, small patterned effects, just as in linoleums. Japanese matting squares show some very handsome designs. A Yutaka rug was in soft green with pretty Oriental central motif and edge. This would retail well under ten dollars, and was three yards each way. Mattings in squares show great variety of color and pattern, imitations of the best designs now being put on the market.

New Spring Wallpaper Lines

Many Fabric Mats are Seen, Including Linen, Japanese Grass, Chambray — Small Floral, Pompadour Designs and Little "Art Nouveau" Patterns.

The new Spring goods are now ready to be shown, and it behooves the merchant who desires to get the best possible selection to study out the Spring ideas. In the first place, a high style feature is the use of a very small "art novean" pattern in place of the favorite floral scheme. This is seen on a background self-colored and either ingrain, imitation of Japanese grass, or of linen or chambray. Fabric mats are the new feature, and come to suit every purse.

"One good resolution which I propose to keep, anyway, is — to use

WATSON-FOSTER

WALL PAPER during

1911"



Please mention The Review to Advertisers and Their Travelers.

REALLY THE BEST THAT CAN BE MADE



No, 330¾ Dresser, Double Top 19 x 36, Mounted Top Dresser, Oval British Mirror 20 x 24, Surface Oak Finish, $23.70 List.

Remember that Victoriaville is

THE BIG
4
CARLOAD POINT

We've got here a Bedstead Factory, Mattress Factory, and Furniture Factory, as well as our own.

Order in carload lots from our salesmen and save heavy freight charges.



No. 500, Ladies' Princess Dresser, Shaped Top, 19x35, Shaped British Mirror 18 x 36, Surface Oak Finish, $26.55 List

¶ **You can be the judge of these two.** Consider the quality of the materials and the high-priced labor on them and then look at the price. Of course these are only a couple of a vast line all built on the same principle.

¶ What has made it possible for you to buy such furniture as this at such a moderate price? Think of the fact that we own the timber limits and operate our own saw mills, **getting only the best of the lumber at a rock bottom price.** Also think of an actual increase in output of nearly **50** per cent. in two years.

¶ Victoriaville Surface Oak Finish is the best that **can** be made.

The Victoriaville Furniture Company

Victoriaville

THE BIG
4
CARLOAD POINT

Quebec

BOOKS FOR THE CARPET AND UPHOLSTERY DEPARTMENTS

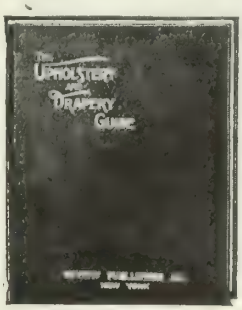
Oriental Rugs and Carpets



Contains 199 pages and 141 illustrations. Particular attention is called to the great number of illustrations, as these are of high importance in identifying the various makes of rugs. It gives the history of Oriental rug making; tells where, of what materials and how each particular make is woven; describes the characteristic texture, designs and colorings of all the various kinds, their respective values and how to buy them. Price $1.50

The Upholstery and Drapery Guide

The reading matter and illustrations relating to period styles, ancient and modern, deserve special attention. Every salesman in an upholstery or furniture department will also be deeply interested in the chapters on upholstery terms and fabrics, the laws of harmony and contrast in colors, and the numerous descriptions and illustrations of schemes for draperies and furnishings. The dictionary of upholstery and drapery goods comprises every fabric employed in the trade, describing its characteristics, uses and the method of its manufacture.



The practical, working upholsterer will also find in "The Upholstery and Drapery Guide" a complete handbook of his trade, the reading matter comprising full instructions for executing every kind of upholstery and drapery work. Price $2.00

The History and Manufacture of Floor Coverings

The first part of the book is devoted to the history of floor coverings in various countries from the earliest times to the present day. The technical side of the trade is taken up in Chapter IV which is devoted to Oriental rugs and carpets. The various makes of Turkish, Persian and other Eastern Rugs are dealt with in detail. The manufacture of Savonneries, Aubussons, hand-made and Chenille Axminsters, Wiltons, Brussels, Tapestry Brussels, Moquettes, machine-made Axminsters, Ingrains, straw matting, cocoa matting, floor oil-cloth, linoleum, animal skin rugs and mats, etc., are described in detail. To those who know little or nothing of the technique of the trade Chapters XVIII and XIX, comprising an illustrated explanation of the principle of the loom and brief definitions of the technical terms used in weaving floor coverings, will be found especially useful. Price $1.00





The Carpet Workroom

A guide for measuring, cutting and laying carpets and other floor coverings, with numerous diagrams of work actually performed. The book also contains a Dictionary descriptive of all Floor Coverings and the processes employed in their manufacture, with much other useful information for the novice and expert. Price...$1.00

All books sent post paid on receipt of price

The Maclean Publishing Co.

Technical Book Department

143-149 University Avenue : : TORONTO

Besides those mentioned, the chambray fabric paper, perfectly plain, in shades of champagne, (natural chambray), blue, brown and green, seems one of the prettiest. Cut-out, floral design will be used to relieve it, either in panel or in simple border decoration. Usually the cut-out stripe comes in two styles, wide and narrow, to give the requisite diversity of effect.

Pompadour wreaths, bouquets and flower baskets are seen for bedroom and drawing-room use; all these delicate, dresden shades appear, but there is great demand for browns and a considerable feeling for blues for other rooms.

Jasper papers will hold their place as a high-class novelty, and some of these in amber shadings were among the most effective in a large, inclusive display. The name is taken from the fact that the cross-section of the Jasper stone, with its strata of delicate lines, inspired the decorators who first printed this paper.

French grey in fabric (linen) effect, with a small bouquet of natural roses was one of the most delicate papers seen. This might be used either with a drop ceiling or with a border. Much natural linen coloring will be combined with bright shades in this way.

Stencilled effects are still very popular in certain lines. There are many of them almost impossible to distinguish from the hand-made varieties, but the pattern must be used sparingly to produce the best effect. In the ever-popular green these seem to be chiefly in demand. For ceilings, white and greyish white are in use as usual.

As a novelty, a wall-paper in Gothic design is worth mention. The handsome large pattern showed the conventional oak leaf and acorn, and another had the full figure of the gryphon (griffin).

Treatment of Windows.

Simplicity is the key-note of the Spring decorative idea as applied to windows. Double sets of curtains, both inside and casement, are characteristic of the bay window, with its cushioned seat, in typical English country-house style, or of the French windows in the drawing-room; but the vast majority of sales are made where only one set of curtains is to be used, and this with the high class as well as the popular trade. Even when the two sets are employed, great preference is shown for simplicity of outline and graceful, straight-falling folds. This idea is distinctly of this continent, and even period decoration has to take it into account, so that frequently the place of a silk brocade is supplied by a handsome washable material.

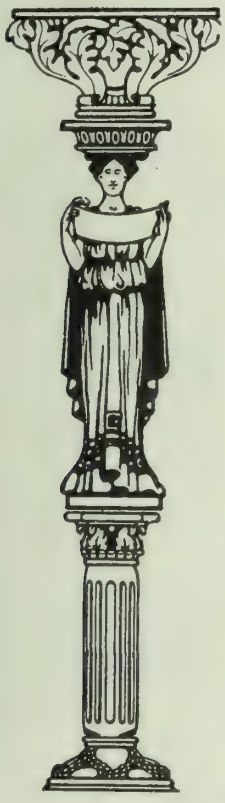
Large wash nets, in ecru and deep linen shades are leaders everywhere, in cheap lines and expensive. No dealer should fail to stock these "Arab" nets, with their coarse, open patterns and Maltese motifs. For general selling, the season has so far seen large orders placed and larger still are expected. Other popular selling lines include the stencilled effects on muslins, scrims and in Madrases. This last is newer than the regulation Madras, and very handsome, while by no means dear. The color is cream with little medallions or scrolls of different shades, which may be selected to correspond with the room.

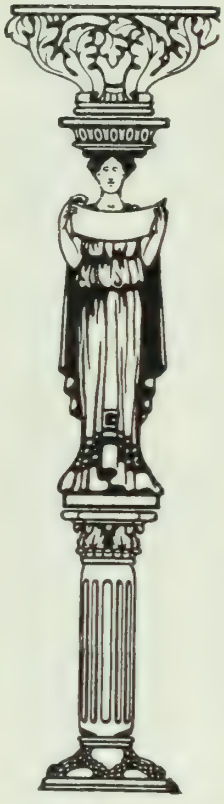
New Chintzes and Linens.

Shadow dresden effects in patterns, both large and small, were greatly favored last season for bed-room use chiefly, in chintzes. The Spring offerings show small patterns but similar colorings, and both sorts are expected

THE QUILT QUESTION!

Many Dry Goods Men do not realize how a bed quilt can 'make' or 'mar' a room, and it is exceptional to find a merchant making the most of this attractive and profitable line.





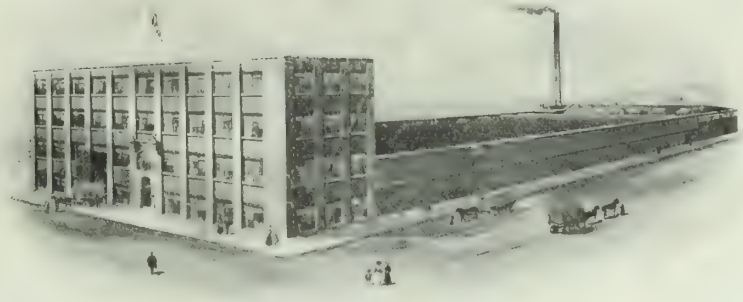
Dearden's of Manchester

are famous for their big range of artistic Quilts—they are a specialty of this old-established firm.

May we send you prices and descriptions of newest Quilt patterns? It will surely convince you of the comparative values of 'Dearden' Quilts.

Sell 'Dearden' Quilts! Your Quilt Department is capable of large and profitable expansion if you are featuring this favorite line.

We will make any description of Quilt that your market requires.



Gibraltar Mills, Bolton, England

Jonathan Dearden & Co., Limited

11 and 13 Bridgewater Place, Manchester **Mills—Bolton, Lancs.**

Sole Canadian Agent: R. H. COSBIE, Toronto

WE offer the greatest aggregation of up-to-date designs and modern color effects ever shown in America. In WALTON PATENT INLAIDS we show a collection of entirely new styles specially manufactured for the Canadian buyer---the "something different" that cannot fail to interest discriminating buyers. In FOUR YARD WIDE PRINTED LINOLEUMS our offerings are strong---a wide departure from the stereotyped styles of years ago, printed in the thorough fashion which has made the B. O. & S. Mills leaders in their line for a quarter century. PLAIN LINOLEUMS, including the BATTLESHIP grade, are our specialties, the BARRY goods being the standard of the world's navies.

Barry's

SCOTCH

Linoleum

THE

STANDARD OF PERFECTION

Spring Lines

Now on Show

AGENTS

SCOTT & WEST CO.

510 Coristine Building, MONTREAL

ALEXANDER H. YULE, Manager

Maish

Comforts

Write for sample cards of the complete new line. These cards are ready for immediate delivery.

These sample cards show the Three Maish Coverings.

Maisaline, an Art Cambric—with the brilliancy of silk.

Maisateen, a closely woven Sateen—yet light in weight. Special finish gives soft, satin lustre.

Maisilk, brilliant sheen—printed in exquisite French designs in pale colorings, with brocaded Jacquard designs.

These New Materials bring out to the fullest extent the lightness and fluffiness of the Maish comfort.

WHAT THE MAISH MEANS TO YOUR TRADE.

It means that you can sell a woman a feather-light comfort, affording the greatest amount of warmth without weight.

It means that you can sell a piece of merchandise you can stand back of, absolutely guaranteeing its purity and workmanship.

It means that you can carry a line of patterns that will exactly suit your trade conditions, no matter what they may be.

If you have never slept under a Maish yourself, you cannot realize its selling possibilities. If you have not seen the new materials, you cannot appreciate their value from the standpoint of your women customers.

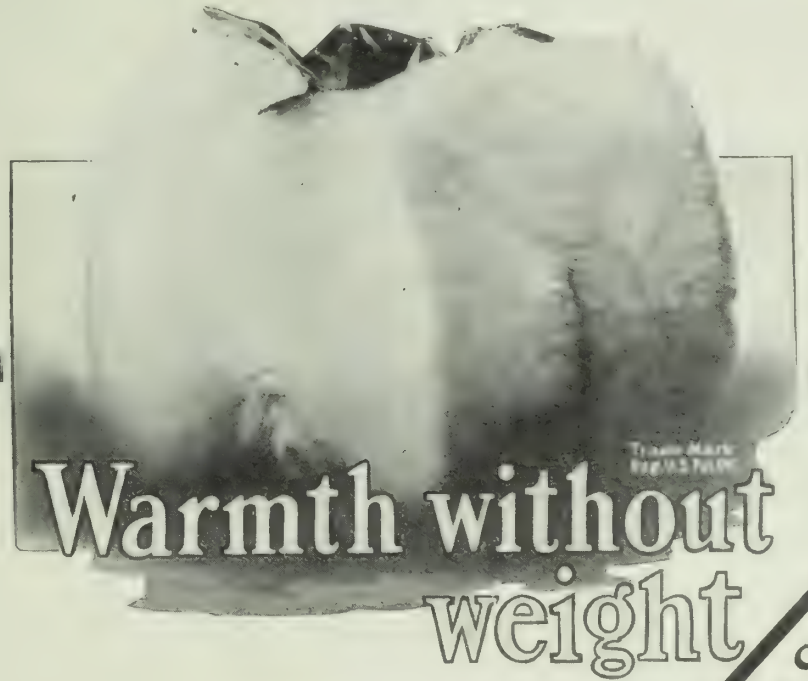
Use the coupon to-day, and get sample cards of Maisaline, Maisateen and Maisilk, filling and complete catalog. DO IT NOW.

The Chas. A. Maish Co.

Factory and General Office: Bank St., Cincinnati, Ohio

New York Office:
41 Union Square.

Canadian Branch :
43 St. Sacrament St., Montreal, Can.



The Chas. A. Maish Co.

GENTLEMEN: KINDLY SEND SAMPLE CARDS, ETC., TO

NAME .....

ADDRESS .....

Greenshields Limited

Montreal

Carpet and House Furnishing Dept.

SPRING 1911

VISIT THE UP-TO-DATE CARPET DEPARTMENT

You will find the largest assortment in the trade of all wanted lines ::

SOME SUGGESTIONS

Squares in all qualities
Wilton and Axminster Carpets
Tapestry and Brussels Carpets
Hemp Carpets
Oilcloths and Linoleums
(all widths and qualities)
Large assortment of mats
China and Japanese Mattings

Nottingham and Swiss Curtains
Tapestry Curtains
Latest Ideas in Curtain Nets and Madras Muslins
Extensive range of Art Muslins
Chenille Curtains and Covers
Cretonnes
Furniture Coverings and Art Draperies
Pillows and Cushions

Examine our extensive range of above lines and compare our prices before buying :: :: ::

GREENSHIELDS LIMITED :: MONTREAL

to be good sellers. As is usual at this season considerable uncertainty prevails, and a great variety of wash goods of every kind is being taken to such an extent as to render it difficult to say what is best.

Floral designs, large and small, are seen in great variety, but a leaning is felt towards the tiny patterns of "art nouveau" origin, really specimens of "art moderne," which are now being shown in wall papers. These small, conventional designs will be seen in many lines for Spring.

Tiny pompadour wreaths, bouquets and flower-baskets have great prominence at present, cushions of chintz or linen being made up with plain band edging of the color of the pattern. These come in popular prices.

High-class linens are being largely stocked now by all progressive firms, and they stand very high in favor as upholsteries and hangings with better class trade. These are beautifully printed in imitation of the finest tapestries, in verdure, or floral effects. Persian patterns are also seen and many conventional modern designs, such as will readily correspond with the rugs. Many striped numbers are seen for Spring, and some are designed to be cut out and laid as trimming on self-colored linen or chintz curtains.

One of the new linens served for the carrying out of a novel idea for a bedroom set. This consists of pillow-slip, bureau scarf, pin-cushion, and workbag made to match with solid embroidery in arts and crafts design on natural shade material, edged with a little ¾ inch linen lace. The pillow top was oblong in shape, the lace supplying the place of fringe.

Many varieties of fringe are now seen. Self-fringed cushions have the fringe knotted with silk of the different shades employed in embroidering the cushion, in lattice pattern. Fringes for sewing-on come in great variety, colors being chiefly natural, Arab linen, or greyish linen. A favorite was a jute fringe about three inches in depth, much in use on oblong cushions.

Regular sets of centerpiece, cushion top and table cover come fringed this season, and mainly in natural tint linen with crafts' designs.

Want Conditions Improved

Travelers Would Place Responsibility for Poor Hotel Accommodation in the Local Option Districts — Their Annual Meeting.

At the annual meeting of the Commercial Travelers' Association held in St. George's Hall, Toronto, a resolution was passed urging upon the Ontario Government the necessity for the inspection and regulation of all hotels in municipalities adopting local option by-laws; the Government's responsibility to the traveling public in permitting municipalities to pass local option by-laws without at the same time making provision for hotels to be under public inspection and control; and the duty of the Government to assume direct control of all hotels, catering to supply the public with meals and board, or to enact that all municipalities passing local option by-laws shall assume the responsibility of inspection and control of all houses for the accommodation of the public.

In his address as president, John Gibson referred to the progress of the association. The membership in 1908 was 8,640; at present it was 10,099. During the past five years it had paid out $126,475 in mortuary benefits, and now had a reserve of 711,676 as compared with $616,201 in 1908.

Carpet Department——Spring 1911

All qualities and patterns of Carpetings and Rugs imported by us for the Spring Season, 1911, are now in stock.

Our selections are the most comprehensive in our history.

It is advisable to make early selections.

Seamless Axminster Rugs from 2 x 2 to 4 x 5

Desirable Designs and Colorings.

MAKE USE OF OUR MAIL ORDER DEPARTMENT.

We will send you colored designs of Carpets, Rugs, Etc., of lines in stock.

The Gault Brothers Co., Limited

St. Helen Street, - - - MONTREAL

Mr. Fielding moved that as the finances of the association warranted it, members of over 30 years standing and 75 years of age be allowed, with the consent of their beneficiaries, [illegible] 10 per cent. of their benefits for ten years, and that the directors during the coming year should investigate and report upon the feasibility of the plan. The resolution was received with favor, the age limit being fixed at seventy.



ROBERT GEMMELL
Of John Macdonald & Co., President of the Commercial Travelers' Association.

George Moore's resolution that a committee of five be appointed to consider the advisability of erecting a suitable building for the association, to contain travelers' sample rooms, bowling alleys and lunch room, was carried.

The following officers were declared elected: President, Robert Gemmell, of John Macdonald & Co.; 2nd vice-president, J. G. Kane; treasurer, E. Fielding; directors, Toronto—F. J. Zanes, G. W. Moore, John Everett, W. H. Scott, Alex. Cooke, C. J. Tudhope, J. W. Charles, D. H. Mackey, Joseph Pease. Hamilton—A. F. Hatch, W. H. Dean. E. O. Zimmerman, C. C. Smith, H. G. Wright, G. M. McGregor. Berlin—W. J. Moody, Fred. G. Doran. Montreal—Wm. Williamson.

Banqueted Their Salesmen

Ladies' Wear Limited Honor Their Staff —End of Prosperous Year Marked by Felicitous Event.

Among the festal gatherings held by the business houses of Toronto during the Christmas season was a complimentary banquet to the salesmen of Ladies' Wear Limited, by the management of the company, at the King Edward Hotel, Dec. 30. A picture from a flashlight of the happy group is reproduced here. The menu card was very striking, consisting of a small facsimilie of a club bag as a cover, with the bill-of-fare and toast list enclosed. The place cards were neat leather-bound memo books, each guest's book cover being lettered with his name in gold. George G. Dunning, sales-manager, occupied the chair to the eminent satisfaction of all present. R. G. Morton, who represents the company in Nova Scotia proposed a toast to "The Firm," which was ably responded to by F. P. Evans, president of the company. A toast to "The Salesmen" was proposed very happily by W. F. Goforth, vice-president, and in response to this toast, W. G. Dunseith, the company's Alberta representative, exhibited that thorough-faced, enthusiastic optimism which distinguishes the business men of the great Canadian West. Among the musical selections were a well-rendered song by J. C. Dean, Manitoba, and a habitant recitation by C. A. Cunningham, Quebec. D. C. Haig, Credit, Man., contributed a piano solo.

Besides the gentlemen already mentioned, there were present: A. J. Westlake, L. R. McCrae, F. Westlake, A. F. Heakes, L. McClure, J. A. Haines, J. McTavish, J. P. Keating, B. L. Waddell, C. R. Wing, W. H. McClellan, F. R. Turner, B. B. Gillespie, D. W. McIntosh, H. D. Luffman and W. W. Magee.



Ladies' Wear, Limited, Toronto, Honor their Salesmen at a Banquet.

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

CORONATION SOUVENIRS.

As the premier British possession, Canada will have a direct and very deep interest in the approaching coronation of the new monarch, King George V. Anticipating this, Brown, Graham & Co., Glasgow, are making special preparations to supply the Canadian trade with some particularly attractive souvenir handkerchiefs, flags and decorations, embracing a wide range of special designs in appropriate colorings. One handkerchief which will have special interest here is the "Empire," which shows portraits of the King, Queen, Prince of Wales, and maps of Canada, and the other colonies. Another has similar portraits and the words and music of the National Anthem, while a third shows the King, Queen, and the stirring naval hymn, "Rule Britannia." These are all presented in color, but there are many others shown in rich combinations of red, white and blue. These attractive souvenirs are being stocked by the wholesale houses.

OPENING WAREROOMS IN TORONTO.

The output of the Dominion Linen Mills, Bracebridge, has developed so rapidly that it has become necessary to provide a sales centre with facilities for handling and shipping the goods made in these mills. A. A. Cockburn, who has up to date been European and Canadian buyer and manager of the staple and linen department of the W. R. Brock Co., Toronto, has severed his connection with that firm for the purpose of accepting the position of manager and director of this company.

Mr. Cockburn will be in charge of the new warehouse, and will demonstrate to all prospective buyers the various advantages afforded the trade by handling Canadian made linens. These linens are produced by Canadian workmen and the rapid development of the business demonstrates their adaptability to the needs of the Canadian market. The new warerooms are at 30 Wellington St. West.

MONTREAL BRANCH OF A. WEYERSTALL & CO.

A. Weyerstall & Co., manufacturers and importers, 145 Wellington St. West, Toronto, have just established a branch office in Montreal in the Jacobs Building, St. Catherines St. West. This office will open after January first, and a full line of all that the firm carries will be on view. This includes silks, laces, embroideries, buttons, and fancy trimmings of all sorts.

H. L. Levine will be in charge of the office on and after that date.

GOODS OF MERIT.

The National Pin Co., Limited, St. Marys, Ont., manufacturers of hooks and eyes and hairpins are giving the Canadian trade a fine interpretation of the term "high grade." A striking example of the quality which stamps all of their goods is found in the Gnu safety pin, the Gnu hairpin and the Gnu hook and eye lines, in which the dry goods merchant will immediately recognize genuine merit. The National Pin Co. make no goods which will not prove their worth. The best materials are used in their different productions. They are best by test.

A SENSATION IN WALL STREET

The Robert Ryan Co., glove manufacturers, Three Rivers, Que., have identified the New Year season in a very dainty way by distributing among their friends "A Sensation in Wall Street." This is not the harrowing yarn of an exploit in frenzied finance, but the feature of a very pretty calendar in which an artistically executed mount in colors depicts an unwonted cause of thrills to the heart of New York's financial district—the sudden appearance "on the curb" of a queenly-looking young woman in velvet and ermine.

The calendar is a generous one, about 28 by 15 inches, and is certainly one of the finest of the high-class productions that have made their appearance with the advent of 1911.



The above is a reproduction of a beautiful "Baby Gift" sign which Richard G. Krueger, manufacturer and importer of everything that is dainty and artistic in infants' novelties, has prepared for the trade.

The sign which is lithographed in colors, very closely resembling hand-painted work, is twenty-nine inches long and twelve and one-half inches high. It is of very heavy board and is suspended on blue satin ribbon. It is a handsome example of the printer's art and will brighten up any department wherein it is displayed. If you have not already received this beautiful sign, send for one at once to Richard G. Krueger, 162 West Twenty-first St., New York.

SUIT CASE UMBRELLA A TRADE WINNER.

A folding suit case umbrella with "detachable handle" at the price of one ordinary one, is a feature which will undoubtedly appeal forcefully to buyers in making their selections for Spring. The Brophey Suit Case Umbrella (Beehler patent) combines simplicity with strength in the greatest degree, and may be relied upon to give that measure of satisfaction which creates pleased customers. When folded, the umbrella will go into a 24-inch suit case diagonally. It is one of the many strong features in the Spring line of the Brophey Umbrella Co., Limited, Toronto, and travelers are now showing them or samples and price particulars may be obtained by writing the Brophey Umbrella Co.

CHANGE IN WHOLESALE BUTTON BUSINESS.

The Forsyth, Kimmel Co., Berlin, inform the trade that they have taken over the wholesale button business of John Forsyth & Company, the new firm consisting of Mr. John Forsyth and Mr. A. H. Kimmel.

Both have had wide experience in the button business. They start the year 1911 with much enlarged facilities to meet the wants of the trade.

This, with their past reputation as the leading button house of Canada, should assure them the continued and increased patronage of their many customers throughout the Dominion.

WHEN NIAGARA FALLS WENT DRY.

A most unique souvenir of an unusual occurrence is the 1911 calendar being issued by the Dominion Suspender Co. and Niagara Neckwear Co., Niagara Falls. One day in February, 1909, the spectacle of Niagara Falls, with no water running over them was witnessed. A photograph of the Falls as they appeared on the morning in question is shown in the centre of the calendar and its unique and artistic character is such to make it of great interest. These calendars will be ready for distribution early in January and the Dominion Suspender Co. or Niagara Neckwear Co. will be glad to send one by post, free of charge, to any merchant who would like one. They are very handsomely gotten up, and any merchant receiving one will appreciate it for its artistic merit.

WALL PAPER DISPLAY RACK.

One of the chief difficulties in handling wall paper has been that of adequately displaying the samples. The method of using sample books has many disadvantages, one of the chief of which is that when a book of new samples is shown the old stock remains on the shelf unsold. Only one customer can look at the book at a time. Others have to wait. This may all be eliminated by the use of the Onward Rotary wall paper display rack, which takes away the drudgery of wall paper selling. This is absolutely the most practical, most efficient wall paper display fixture ever offered the trade. With this device your customers can look through and select the samples without the assistance of a salesman, thus saving half the time of the salesman. Several customers may look over the leaves of the fixtures at the same time. It is a pleasure to show the stock. Samples for a number of rooms can be lined up side by side so that the customer can see just how they harmonize. Should they desire to examine the samples more closely, the racks can easily be removed from the centre disks, being made interchangeable. No pasting of samples is necessary. Perfectly simple, nothing to get out of order. Racks all equipped with tape, ready to receive the samples. 100 samples may be shown on the rack at one time. These samples are easy to put on and easy to take off.

The display stand is made of metal throughout. It has nickel plated trimmings, and is an ornament to any store. It is made by the Onward Manufacturing Co., Berlin, Canada. Every merchant who handles wall paper should be interested in this display stand and should consult the advertisement of the Onward Manufacturing Co. on another page.

TUCK'S ARTISTIC PUBLICATIONS.

The great variety of artistic publications produced by Raphael Tuck & Sons Co., fine art and book publishers, was never more strikingly emphasized than during the season which has just passed. Gift, juvenile, and toy books, calendars, post cards, and autograph stationery in many different designs, are not only illustrative of the high standard of art attained in the conception and execution of original themes, but the high grade workmanship as exemplified in the color-printing is also an element which has contributed to the world-wide reputation of Raphael Tuck's goods. Although the season of the year has passed which brings the heaviest demand to the retailer for these lines, it must not be imagined that they have application solely to Christmas and New Year. There are many occasions during the year, such as birthdays, weddings and numerous anniversaries, to which Raphael Tuck publications are applicable, and in their advance ordering the retailers should bear this fact in mind. For the children's department, there are many interesting works which are always suitable, no matter what the season, while for the post card section there is an extensive and very desirable range.

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS.

The Making of a Merchant $1.25	Bookkeeping Self Taught 1.00	Ropp's Vest Pocket Edition (cloth)... .35
Men Who Sell Things 1.00	Success in Letter Writing ..... .75	Spices and How to Know Them 3.50
Human Nature in Selling Goods .... .50	How to do Business by Letter 1.00	Tea Hints for Retailers 2.00
Management and Salesmanship ..... .50	Ropp's Commercial Calculator	Tea, Its History & Mystery 2.00
Sales Plans 2.50	Office Edition (Cloth) 1.00	Coffee, Its History 2.00
Practical Publicity 2.15	Pocket Edition (Leather) . 1.00	100 Good Ads for Grocery Store 1.00
The Art of Retail Selling 2.00	" (Cloth) ..... .50	Art & Science of Window Decorating 2.00
Retail Advertising Complete 1.00	Vest Pocket Edition (leather) .50	

ALL BOOKS SENT POSTPAID

THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.

143-149 UNIVERSITY AVENUE, TORONTO

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PREMIER English Millinery Manufacturer, specialising in untrimmed straws, desires first-class representation in Canada. Gentlemen with connection amongst first-class retail stores will find this a valuable line. Commission only. Box 48, DRY GOODS REVIEW, 88, Fleet Street, London, England. (1)

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

ADVERTISING CUTS.

LIVEN UP YOUR CHRISTMAS ADVERTISING by using our holiday cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

BUSINESS OPPORTUNITY.

FOR SALE—Old established Dry Goods business in good town on Pacific Coast. Turnover about $40,000. Owners retiring. Stock at valuation (about $25,000). Box 101, Dry Goods Review Office, 347 Pender Street, Vancouver, B.C.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B C. (1.t)

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

POSITION WANTED.

EXPERIENCED LINEN BUYER wishes good position; Scotchman, mail order expert, correspondent, advertisement writer, good staff organizer and business man. Fifteen years' experience linen and fancy goods from production to selling point. Up-to-date man, married. First class references. Connected with best foreign manufacturers. Write Box 2, DRY GOODS REVIEW, Toronto. (1)

YOUNG married man, with seven years' experience retail general merchandise, especially gents' furnishings, will be open for engagement on March 1st., 1911. Yearly contract preferred. Speaks French and German. Address Box X, DRY GOODS REVIEW, Toronto. (1p)

SITUATIONS VACANT.

A GOOD OPENING for dressmaker in Hanley, Sask. Rooms in connection with millinery store available. If good dressmaker willing to go West will write to MRS. M. GRINDHEIM, Hanley, she will learn of a good proposition. (1)

WANTED. January 1st.—Two representatives, one for Winnipeg and vicinity and one for Vancouver, for jewellery, Notions and Smallwares, to sell to the wholesale and large departmental store trade only on commission. Applicants must give first-class references. Address first to—NOTIONS, c/o DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge St., Toronto.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N.J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

DURING 1910 the MONARCH displaced hundreds of Typewriters of all makes. In 1911 we anticipate a still greater demand. We have cut down the allowance on these second-hand machines and consequently can sell them cheaper to you. They are carefully rebuilt and are guaranteed to give satisfaction or your money back. If you want a good strong, clean working Typewriter at a mere fraction of the original cost, write us for catalogue. THE MONARCH TYPEWRITER CO., Ltd., 46 Adelaide St. West, Toronto, Ont.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

ERRORS AVOIDED, LABOR SAVED—Using the Shouperior Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet, perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full inquiry. Autographic Register Co., 191-193-195 Dorchester St. East, Montreal. (tf)

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GET THE BUSINESS; INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c. of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

LACE CURTAINS AND NETS.—See the latest novelties and makes. Special make of Fish Net Curtains. Be wise, see the smartest range in the trade. Call or write. Representative: E. Fenton, 713 Empire Buildings, Toronto. Note address: Philip Peach, Curtain Maker, 2 Low Pavement, Nottingham, Eng.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost, Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock; quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

HOTEL DIRECTORY.

THE GRAND UNION
The most popular hotel in OTTAWA, ONT.
JAMES K. PAISLEY, - - Proprietor

HALIFAX HOTEL
HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto — 52 Can Life Bldg. Montreal

ALPHABETICAL INDEX

A

Anderson, Wm & Co., Ltd. 6
Arlington Co., The 197
Australian Draper 53

B

Baker, Richard L. & Co. 138
Ballantyne, R. M., Ltd. ...144—155
Bartell Patent Pocket Co. 198
Barry, W. H. & Co. 79
Baumann & Co., L. 173
Berlin Suspender Co. 208
Bing Bros. 7
Bollert, E. R. 173
Botanical Decorating Co. 173
Bradford Dyers Association 11
Bradstreets 107
Brittania Underwear 151
British-America Assurance Co. 53
British Textile Syndicate Co. 53
British American Dyeing Co. 53
Brock & Paterson ..... 160—173
Brock, W. R. & Co., Toronto ..... 113—114—115—116
Brock, W. R. & Co., Montreal 29—30—31
Burnley, Thos. & Sons, Ltd. 152
Burt, F. N. Co., Ltd. 173
Busy Man's Magazine 159
Bank of Montreal ..... 17—18—19
Brophy Umbrella Co., Ltd. 80
Brooks, G. N. & Co. 129
Burritt, A. & Co. 151
Baldwin, J. & J. & Partners 154
Brinton Carpet Co. 167
Bloch, M. & Co. 133

C

Caldwell, Boyd & Co. 33
Canadian Converters Co., Ltd.
Success Overalls 4
"Three Winners" (Shirts) 5
"Blackeye" Underskirt 132
Success Collars 221
Chipman-Holton Knittinb Co. 51
Commercial Register Co. 173
Corliss-Coon & Co. 196
Corticelli Silk Co. 10
"Craftana" 154
Cravenette Co. 217
Clatworthy & Son 61
Colonial Weaving Co. 124

D

Debenhams (Canada), Ltd. 3
Dearden & Co., Jonathan 181
Defriez & Woodman 84
Dominion Oilcloth Co. 174
Dominion Textile Co. ..... 90—91
Deacon Shirt Co. 217

E

Eagle Knitting Co. 135
Eclipse Whitewear Co. 111
Ernest Ekstein 66
Eastern Hat & Cap Co 213

F

Financial Post 159
Fownes Bros. & Co. 83
Flett-Lowndes & Co., Ltd. 77
Forsyth, Kimmel & Co 83
Fairbairn, R. D., Co 73

G

Galt Art Metal Co. 173
Galt Knitting Co. 155
Gardiner, Foley & Co. 122
Garland, John M., Son & Co. ...14—205
Gault Bros. & Co., Ltd. .....8—185
Gipe Carrier Co. 62
Goderich Knitting Co. 142
Greenshields, Ltd. ...101—102—103—105—107—139—184
Grand Rapids Show Case Co. 59
Grimshaw, Thos. H & Sons, Ltd. 153
Gagnon, J. N. 131
John Gordon & Sons ... Inside back cover

H

Hall, Borchet Co. 59
Hanson, G. F. 173
Henderson, Robt. 37
Hermsdorf, Louis 140
Hewson Woolen Mills 143
Home Pattern Co. 27
Home & Watts 134
Horrockses, Crewdson & Co. 9
Hymans, Jas. 209
Hutner Cloak Co. 123
Hicks-Bullick & Co. 160
Hone, Daniel 163
Halls, Ltd. 215

I

Illustrated Post Card Co. 95
International Brokerage Co. 22
Irving Umbrella Co. 83

J

Jackson Mfg. Co. 210
Jaeger, Dr. 151
"Jay Finish" Underwear 152
Jason Hosiery Co. 153
Jones Bros. 203

K

King, John & Son 107
Kirk, S. 204
Kleinert, I. B. Rubber Co. 21
Koester School, The 62
Koehlert Ehmann 23
Konig & Stuffman 64
Krueger, Richard G. 92

L

Ladies' Wear Ltd. .....69—70—71—72
Law Russell & Co. 12
Livingston & Scott 110
Liddells Linens 86
Lindner, Louis & Son 19
Luxfer Prism Co. 57
Lambert, R. W. & Co. 95
Leonard, S. & Sons 138

M

McElroy Mfg. Co. 125
Macdonald, John & Co., Ltd., ... 63
Metallic Roofing Co., Ltd. 173
Matthews, Towers & Co. .....206—207
McLaren & Co. 59
Maish, Chas. A., Co. 183
Monarch Knitting Co., Ltd. .....146—147
Morrall & Co., Abel 32
Moulton Mfg. Co 81

N

Nazareth Waist Co. 137
National Pin Co 22
Novel-Ti, Ltd. 194

O

"Old Bleach" Linen Co. 15
Oxford Knitting Co. 141
Oxford Novelty Co. 210
Onward Mfg. Co. 24
Ontario Button Co. 66
Ontario Cloak Co. .....126—127

P

Palmer, J. & Son, Ltd. 88
Parker, R. & Co. 23
Parsons & Parsons Can Co 200
Perrin Freres 75
Penmans, Ltd. 149
Priestleys .....99 and outside back cover
Princess Mfg. Co. 117
Princess Underwear Co. 156
Philips, J. N. & Co. 13
Phillips & Wrinch 93
Parisian Corset Co. 134
Parks, W. J. 155

R

Rochester Button Co. 208
Rosenwald Bros. 94
Ryan, Robt. & Co. 69
Racine, A & Co. 16
Reid, A. T., Ltd. 201

S

Schloss, Louis 81
Scott & West 182
Schofield Woolen Co. 150
Serpentine Crepe .....102—103
Simplex Sign Co. 62
Strehle Co., W. R. 86
Spitzer Bros. 94
Star Whitewear Mfg. Co. 108
Sword Neckwear Co. 192
Syndicate Cut Co. 173
Stauntons, Ltd. 176
Silks Co., The 96
Southalls Bros & Barclay, Ltd.... 107
Shantz, J. Y. 124

T

Technical Books .....21—180
Tooke Bros. 222
Toronto Brass Mfg. Co. 54
Thornliebank & Co. 101
Tranter, The G. A. Co. 173
Turnbull, C. Co., of Galt 211

U

United Toy Factories 21

V

Veit, Otto T. E. 173
Veit, Ernest 173
Vassie & Co. 105
Victoriaville Furniture Co. 179

W

Watson, Foster Co. 177
Weber, Fred W. & Co. 173
Welch, Margetson & Co. 191
Western Assurance Co. 53
Weyerstall, A. & Co. 173
Wilkins, Robt. Co. 23
Winters, J. H. & Co. .....120—121
Wreyford & Co. 195
Watson Mfg. Co. 157
Wrinkle, McLaren & Co. 87
Williams, Greene & Rome 89
Waterhouse, Thos 142

TABLE OF CONTENTS

Departments.—
Art of Display 55
Buyers' Guide 173
Dress Accessories 65
Dress Goods 97
Fancy Goods 85
Furs 165
Hints to Buyers 187
Housefurnishings 175
Editorial 25
Good Advertising 166
Knit Goods 139
Mainly About Ourselves 20
Men's Furnishings Section 191
Men's Wear Chart 219
Millinery 161
Paris Letter 171
Ready-to-Wear Garments 109
Salesmen Relate Experiences 212
Show Cards 199
Special Articles.—
Arranging the Store 47
Enlarged Austin Store 12
Give Actual Value to Store Entrance 45
Fake Advertising 28
Short Talks with Salesmen 164
Taking Stock 44
Men and Methods 35
Pryce-Jones Store 60
Unique Men's Wear Advertising 202
Why is Local Paper Not Enthusiastic 49

1911

Americans favor English modes of men's wear.

For Summer Neckwear
Printed Twill Foulards are
to be featured in the States.

Our new 1000 Design Collection
is being shown by our Representatives.

Welch, Margetson & Co.

London
16/30, MOOR LANE, FORE ST.,
E.C.

Representative
GEO. T. WILSON
TORONTO

HYNDMAN COMMISSION CO.
WINNIPEG, MAN.

THE "MILITAIRE"

(Full Dress Protector)



When Worn for Full Dress—



When Worn for Ordinary Wear—

SPEAKS FOR ITSELF

THE "Militaire" speaks for itself, a protector in every sense of the word, fits the neck closely back and front. No sagging below coat collar.

You will have a strong demand for the "Militaire." If you do not handle it, particular dressers may conclude that you are not up-to-date. They are insisting upon the "Militaire."

DESIGNED AND MADE ONLY BY

The Sword Neckwear Company

TORONTO

Latest News of Men's Wear

PUBLISHED IN CONNECTION WITH THE DRY GOODS REVIEW

Demand for Ordered Clothing

It is Steadily Growing --- Success as Separate Business --- Wholesalers Have Taken it Up.

CLOTHING made-to-order is a feature of the men's wear demand which is developing most insistently. Houses which are specializing in this business not only report a steady growth, but the houses handling ready-to-wear clothing wholesale have been compelled to acknowledge that it is a development which they cannot afford to overlook. Hence, there are few wholesalers who are not equipped to handle a limited number, at least, of these special orders. In almost every town of importance throughout the country where formerly custom tailoring was a profitable business, there are one or more agencies for exclusive made-to-order houses, the majority of them held by progressive men's furnishers and clothiers who also carry a number of ready-to-wear lines.

Although the ready-made clothing represents all that can possibly be secured as regards style, and is giving great satisfaction in the matter of fit and quality—good all round values at the prices asked—there seems to be something about the made-to-order clothing which a large section of the public will not resist. It may be that this class represents those who have a sort of traditional prejudice against ready-mades, which prejudice they do not hesitate to sacrifice so long as they know that their measure has been taken and a suit is being constructed in accordance therewith, out of excellent materials and at a price which the old-time one or two-man tailor shop could not touch.

Prefers to be Exclusive.

Then the average man prefers to be exclusive, especially when the financial consideration is not out of the question, and the fact that he may select his materials and have his measure taken may come nearer to his ideas in that respect than where he chooses one suit from a pile of clothing in which there may be several other similar suits. Buyers of ready-to-wear clothing are able to guard against this danger of garment repetition to some extent, but where the customer has the privilege of choosing and ordering everything from cloth to buttons, the proposition appears to have an appeal which the ready-to-wear cannot touch. The retailer has immediately realized that it is profitable to be so equipped. He is able to do business with the people who buy ready-mades, and at the same time have a means of attracting those who prefer the made-to-order suit or overcoat.

The steady development of the ready-to-wear clothing has been responsible for the disappearance of many of the local tailor shops; now the man who handles ready-to-wear has placed in his hands an instrument by which he can give his people the same service as the custom shop, but without carrying a dollar's worth of stock.



Interior of the Trudell & Tobey store, Hamilton. The show case display in the foreground is characteristic of the arrangement throughout the store.

Buy "N. T. VELVO" CRAVATS

"N. T. VELVO" is the SOFTEST, STRONGEST, BRIGHTEST, TOUGHEST CRAVATTING made

This Cravatting is made for the fold collars. It **never binds.** Tell your customer this.

BUT REMEMBER

"N. T. VELVO" is the best Cravatting made for all collars—fold, wing, straight or turn-down.

It is absolutely without a rival.

A NOVEL DESIGN
IN 18 SOLID COLORS

Price $6.50 Per Dozen Retails for One Dollar

NOVEL-TI, LIMITED
PETERBOROUGH, CANADA

WESTERN BUYERS:

Call and see us in our new Sample Room, Hammond Block, Winnipeg, while in the city for the Bonspiel, Mr. A. E. Ham will be pleased to see you and you will be pleased when you see "N. T. VELVO."

Where Processes are Specialized.

Specialization in garment construction has made possible prices which are exceptionally attractive when it comes to a consideration of the made-to-order lines. A garment in the making passes through several departments, each equipped with special machinery and workmen who are specialists in the work required of their respective departments. It is not a case where one or two hands have the responsibility of making the garment complete. The processes are so systematized that one branch of the work follows another in natural sequence until it issues as a completed garment. There is economy of effort with efficiency of workmanship, and at the same time closest possible observance of individual measurements to guarantee satisfaction in the completed garment.

The equipment necessary in a wholesale clothing house is in every way adapted to the requirements of the special order business, and while there are wholesale men who declare that a combination of the two is a nuisance, that each should be run on an absolutely separate basis there are others who assert that the special-order business properly manned and regulated seems to be a natural supplement to the wholesale business. "What more natural," say they, "than that a merchant when he finds he cannot please a customer from his ready-made stock, should immediately suggest a suit made to order. When the wholesaler can handle the business, it is a good thing, but when it interferes with his other work he had better leave it alone."

Full Equipment, No Stock.

Exclusive made-to order houses are now represented in all of the larger towns and cities from one end of Canada to the other. They equip their agencies with swatches of the latest materials, representing a very extensive range, and in the latest patterns. The different seasons are carefully observed in the distribution of these swatches. The agents are also supplied with forms illustrative of standard figures and containing instructions in marking deviations therefrom, in the measurements they take. These instructions are based on absolutely accurate knowledge of every detail in the tailoring of clothes, and so satisfactorily do they work out that manufacturers declare the number of returns for alterations to be very small. The agents are also supplied with reliable style information through the medium of fashion plates from which the customer may select the style of garment he requires.

The ideal representative for a made-to-order house is, of course, the man who has a practical knowkedge of the tailoring business, and the fact is that there are many of these men who have actually taken it up in connection with some other line such as men's furnishings. Cases are even known where custom tailors doing a very small, but select and hardly profitable business, have taken on the agency for the special-order house and have thus been enabled to increase their financial returns very materially. Where he could formerly only handle a suit a week, he finds that with the force of a large factory behind him he could book orders much more extensively and what is more, guarantee deliveries.

Plenty of Business for Both.

"There is plenty of room for both," said a manufacturer when asked whether there was any danger of the made-to-order business cutting in upon the position of the ready-to wear. His statement would appear to be true, for each season the wholesale houses report satis-

factory returns from that end of their enterprise. The style, the fit, the finish, and the quality of the ready-mades represent such a high standard that slackening of demand would appear to be out of the question. Placing for Spring was heavy and orders are now well in hand.

The radical change in style, making for the disappearance of the so-called freakish effects, has proved as much an incentive to business as the introduction of unique features a few years ago. When fads move out they move rapidly, because, in this case, comparisons easily reveal the quiet, conservative styles as belonging to the newest order of things. Novelty, however, is not being altogether eliminated, but it is taking the form of a delicacy rather than a feast regardless. Manufacturers state that they would not be surprised to see these modified styles, along distinctly English lines, hold good for some time. The present season has seen a marked tendency in their favor and there are those who see in the growing popularity of neat tweed effects an increasingly strong position for quiet, natural style features.

Great Color Range for Spring

Men's Neckwear Will Show Many Different Applications of the Panel and Bias Stripe Idea.

Neckwear manufacturers are now busy with their Spring lines, and it is evident that they will have some very interesting things for the trade to consider. The fact that higher priced lines took so exceptionally well previous to and during the holiday season is regarded as a criterion of the country's willingness to consider the better grades, and of the ability of the men's furnisher to handle them.

It can hardly be said at the present time that any one color will be exceptionally popular. Panels and stripes will be worked out in a great variety of contrasting shades and colors, but it would seem that there is to be no marked emphasis placed on any one constituent. Browns are likely to come into a good position again. The trade appears unwilling to drop this color, for after a lapse of one or two seasons it is again to be taken up in almost every department of men's clothing. White and black combinations have done well and are still in good position, but with the approach of Spring these and other effects, in which greys played a very important part, that followed upon the king's death, will likely share less prominently in the demand. Scarlet and black is a combination which is now being strongly featured by some houses. Jasper stripes, large broken stripes, and in fact almost every conceivable grouping possible in stripes are being made up in these colors and are likely-looking goods. The same stripe effects, however, come in other colors as well, and the short bias and longitudinal panel will be featured in a very extensive range. The approaching season, while it will undoubtedly put great emphasis on stripes, will not ignore the absolutely plain effects which have taken so well during the past few seasons, and along with these some very dainty figured designs are to be expected. From New York comes the report also that crossbars and variations of Scotch plaids and checks will represent a fair sprinkling and will add to the season's brilliance in the matter of neckwear.

For midsummer wear, as the ties narrow down for close-fitting collar purposes, it is stated that the plain colored tied with end bordered in contrasting color will

We are

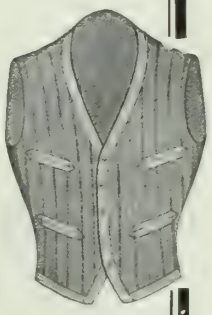
Headquarters

for the following famous English Lines:

YOUNG and ROCHESTER

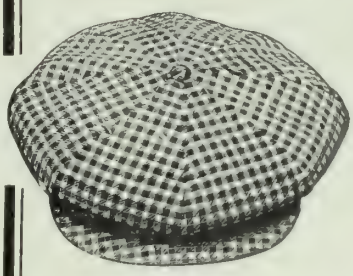
London and Londonderry.

Specialties in Shirts, Vests and Underwear.



TRESS and CO.

London, Eng



A complete range of select styles in high class Hats, Caps and Panamas.

CELLULAR CLOTHING CO.

London, Eng.

Manufacturers of the celebrated "Aertex" Underwear. Unrivalled for comfort and health.



T. H. DOWNING & CO.

Leicester, Eng.

Makers of Hosiery and Knit Goods

A full range of new neckwear for Easter has arrived. Don't fail to see our latest novelties in SHOT RIBBED TIES.

If you don't get a call from our traveller—write us.

Wreyford & Co.

WHOLESALE MEN'S FURNISHERS

Romain Building - Toronto, Ont

"FIELD CLUB"

Three Heights: No. 1 - 2 in.
No. 2 - 2¼ in.
No. 3 - 2½ in.



Corliss-Coon Hand Made Collars

retain their distinctive style and accurate fit after *many* trips to the laundry

A prominent firm in Michigan wrote awhile ago:

"With regard to the sample collars received, would say that we shall endeavor to give these an impartial trial along with two other makes which we are trying out at present, and the collars which we shall select when making our change this Fall will be the collars which stand the laundry best. As our collar department is a very important line with us, we are obliged to use the utmost care in making any change."

They decided to put in our complete line.

"FIELD CLUB" will help your sales.

$1.10 the dozen.

Corliss, Coon & Co.

Makers of "Better Collars"

NEW YORK CHICAGO ST. LOUIS BOSTON
BALTIMORE TROY, N.Y.

make its appeal to the vestless young man. Somewhat the same feature was introduced several years ago, when both knot and tie were in colors contrasting with the rest of the tie. The fad was hardly a success because of the fact that not every man can tie his four-in-hand neatly enough. The bordered end, however, is a different proposition.

What has been said of colors also applies to materials. The range includes about everything from cheaper mixtures to bengalines or foulards. In the latter materials a large range of very choice patterns is shown, and for the better class trade they promise exceptionally well.

Manufacturers of knitted ties are reaping the reward of their efforts to turn out an article which will appeal to the better class trade. While it is a fact that the knitted tie has not the very extensive popular demand that it had a few years ago, buyers state that there is good money in them by reason of the success with which stripes have been introduced. In the fine silk lines some of the stripe effects seen in fabric ties have been faithfully reproduced. Plain knits are also taking well.

For tuxedo wear a novelty that has taken well is a combination stock and bow tie. This embodies the stock idea, but finishes in a neat bow in front.

Discussing the width proposition, manufacturers state that as summer approaches ties will be of a width best adapted to the close-fitting collar. The succeeding Fall, however, may see some preference for a more open-spaced collar and wider ties. One neckwear manufacturer reports some agitation in favor of the wing collar, but it is not likely that this type of collar, which can best be worn with a stiff shirt will wrench any of the popularity away from the fold collar, which is more adaptable to general purposes.

Will Colors Figure More Prominently?

The very strong run that has been made upon black and white stripes during the past few seasons has suggested to shirt manufacturers and retailers the advisability of some change which would direct the vogue away from the dangers of repetition. There is now, however, a marked tendency to get away from designs which are in style season after season, and which has threatened to make buying more of a sorting proposition than one in which decidedly new effects have to be considered. The introduction of neat figures with stripes in the Spring lines is the first indication of the approaching change, and for next Fall it would not be surprising to see a more extensive but not an offensive play upon colors and patterns. The king's death has had a marked influence in favor of black and white in all departments of men's clothing, and while the dainty effects which the occasion evolved will always have a very extensive patronage, the tendency that is said to be developing in favor of something decidedly new will not be unwelcome.

From the other side of the border come reports to the effect that there is likely to be some reversion to the stiff bosom shirt for Fall and Winter. The negligee collar as a natural accompaniment of the negligee shirt, will also be a likely feature.

The price situation as regards shirts and shirtings still appears to be considerably in favor of the retailer, considering the advances made in materials and the fact that these are by no means fully represented in prices asked for the finished garment.

LITTLE THINGS THAT COUNT!



NO fear of your rest being disturbed by the night-mare of scanty profit or dissatisfied customers if you are featuring

"Challenge Brand" Collars and Cuffs

They cannot possibly be distinguished from the best linen collar your most progressive customer insists on having.

And the added advantages of wearing "Challenge" Collars are so manifold that they are now prime favourites with every class of wearer.

They save laundry bills, being cleaned in a moment with a rub of a damp cloth; they are absolutely unaffected by damp; they keep their pure white colour under all weather conditions, and they will not wilt or crack.

Here's a line full of talking points that make it a very ready seller. And the profit, too, is all there.

Get Details of Our Proposition TO-DAY.

The Arlington Company of Canada, Limited

54-64 Fraser Avenue, TORONTO

REPRESENTATIVES:—Ontario, J. CHANTLER & CO., Toronto; Eastern, DUNCAN BELL, Montreal; Western, R. J. QUIGLEY, 8-10 Wellington St. East, Toronto (temporarily) Headquarters, Winnipeg near future.



"The Pocket with the Inner Pleat"

YOU should insist upon having **Bartell Patent Pockets** in the garments you order for spring delivery.

They cost you nothing. Your manufacturer will supply them **if you specify on your order:**

"These clothes must contain

Bartell Patent Pockets"

Don't overlook this good clothes feature. From now on you will have many calls for clothes fitted with these pockets.

Our great advertising campaign has already interested more than **ten million men** in Bartell Patent Pockets, who never knew of them before. **We shall continue to advertise** until old-fashioned pockets are a thing of the past.

Don't Run the Risk of Losing Sales Next Spring

If your Spring order did not specify **Bartell Patent Pockets**, and you wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name.

WRITE TO-DAY.

Ask us to send you our
"DEMONSTRATION CARD"
IT'S FREE

THE . . .
Bartell Patent Pocket Co.
13 ASTOR PLACE
NEW YORK

Men's Belts for Spring.

In men's belts, all styles favor the neat, quiet effects in black, browns and greys. There is also some demand for the green shades. The inch and inch-and-a-quarter widths predominate. Buckles are not elaborate and among those preferred are the gun metal, oxidized silver and copper, nickel and gilt. The narrow tubular belt promises to be a feature during the coming season, and one of the very neat things in buckles is one that does away entirely with the ordinary style of fastening. It was introduced last season, but has since been improved in that instead of a ratchet form of fasteners which worked and damaged the leather, the belt is now held in place by means of a clamp which answers every purpose of the ordinary buckle without the holes and without injury to the belt. To the observer this fastening has the appearance of a neat plate about two inches in length and of the same width as the belt. It comes in all of the different metal effects. The name of the wearer may be inscribed upon the surface of the plate.

Good Hat Business.

The present season has been marked by a good volume of business in stiff and soft hats and caps. All kinds of headwear, especially adopted to auto-driving, outing or knockabout purposes, have done well, and in novelties the fedora types in velours have taken better than some were at first inclined to propheey. Retailers state that this is one hat that seems particularly adapted to gift purposes and they declare that this fact explains some of the business done in these hats during the holiday season.

So far as it has been sized up, Spring business is very encouraging. Stocks were found to be in fairly good condition and the retailers willing to consider the new lines on a normal basis. This is taken to mean that particularly good sorting business is likely to be developed in soft and stiff hats and also in straws. There is a wide range of dimensions in the stiff hats shown for the Summer season, extending from 4^3_4 by 2 1-8 to 5^1_2 by 2 1-8, so that the trade has a particularly good assortment to choose from. Soft hats also represent a range extending from 2^3_4 by 2^1_4 to 5^1_2 by 2^3_8. The great bulk of the Canadian trade, however, is being done in the moderate choose from. Soft hats represent a range extending from sizes.

Men's Wear Accessories.

In fancy vests, smoking jackets and lounging robes, an excellent business has been done during the present season. The knitted vest, so constructed as to imitate closely the neater woven fabrics, has had an exceptionally good run as have also the fabric lines.

* * *

It has been a bumper glove season, not only in the regular leather lines, but in imitation materials and knitted lines as well. Some of the retailers complain of the problem which follows fast upon holiday buying—that of returned or exchanged gloves. In some cases these gloves are damaged, owing to careless handling, and it requires an considerable amount of backbone on the part of a merchant to enforce a policy in which he will do himself and his staff justice. It will help him considerably if he insists upon proper fitting by his salespeople and the positive knowledge that the goods are in perfect condition before leaving the store.

Show Card Advertising Applied to Men's Wear Lines

Use and Abuse of the Air Brush — Valuable Accessory That Can Very Easily be Overdone — Great Variety of Effects Can be Produced Without It — Neat Examples Executed With the Sable Brush or Pen.

By J. C. Edwards, with A. W. Cressman, Peterborough.

WHILE very attractive cards may be made with the air-brush, the card writer should guard against those effects which, being too elaborate, are not dainty—overdo the thing to such an extent that they do not suggest the best taste. The air-brush is a valuable accessory, but at a time when neat, artistic designs are called for in every department, there is little room for the freakish in show cards. Therefore the air-brush must not be over-worked.

It was ever thus—the wealthy woman of taste does not look chiefly to novelties to adorn her person, the man of money and taste does not clothe himself in extreme fashions of the day; they go more on the plain (good) stuff. Some of the finest stores in New York or other large cities furnish examples in favor of the very neat artistic card, but by no means against the use of the air-brush.

The sable brush well handled will give wide variety. The air-brush can be used as an accessory in working up a design, but not to spoil its exclusiveness. There is no excuse for those splashy effects which sometimes have their excuse in the desire to cover up some defect of the original design.

Cards in Keeping with Goods.

The cards here shown were all produced without the aid of an air-brush. We have prepared eight sets consisting of eight long panel cards, size 8x20 inches and eight panel tickets size about 3x10 inches to match. Our idea is to show, vaguely, the different effects one can get with plain white or colored card board, by using the brush alone without an air brush or making the cards over elaborate with the application of colors. These are cards which we believe to be in keeping with the goods sold in a first-class men's wear store.



Show cards by J. C. Edwards, with A. W. Cressman, Peterborough. Note that the smaller price cards duplicate the designs and lettering on the larger cards.

No. 1 set is made of plain black cardboard, lettered in white and partially shaded with grey. It is a plain card with very little decorations and tells a plain short story.

Panel and Ticket.

No. 2 set consists of panel and ticket to correspond, which we may say here, is a strong feature of our card advertising. All tickets in a window must be made to match. This set is white with a square of wood fibre card glued to one corner, and the wording carries out the idea, the shading is a light brown.

K K

You will sell more

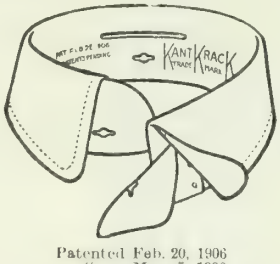
Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

All Infringements Prosecuted

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

K K

Set No. 3 is another effect which can be arrived at by scoring the corner of the card near the top and turning it over and pasting it down. The card color is deep champagne with block letters and a sepia shade, the effect is rather out of the ordinary and striking.

Take set 4 next and you will notice the odd corner pieces ; the color effect which is lost in the reproduction, is green, red and yellow nicely blended, the two last lines of the inscription on the panel is shaded with yellow carrying out the color scheme. The reproduction of these cards loses the real effect as shades and tones are not shown.

Set No. 5 is made of brown board and lettered with white and shaded with a mild tan shade, which gives a pleasing two-tone effect in the original. Often the inscription on a card makes a plain sign attractive—a short, crispy announcement which tells its tale in a snappy right-to-the-point way. Sets 6 and 7 border somewhat on this style. No. 6, is a brown board, white lettering and black shading ; the price card treated the same as the panel is a simple form of decoration (practically none, whatever) is made catchy with the few words appended to the price, as also is the Set No. 7, which is made of dark grey board with white letters shaded with two shades of grey and black.

One of the most attractive sets of the eight, we believe, is the last (No. 8), it is a white ground with deep champagne or onion overlaid panel at top, which bears the words "Popular Prices" in black and shaded in a tone of tan. On the main part of the card the words "High-grade Suits" are shaded with the same tint. The price ticket is carried out the same, but the small lettering at the bottom is done with a flat broad pen used to quite an extent by the modern card writer.

You will notice the difference in the lettering on the price ticket No. 8 and the others which are done with a brush, the pen work is much neater and cleaner cut.

Many Effects Possible.

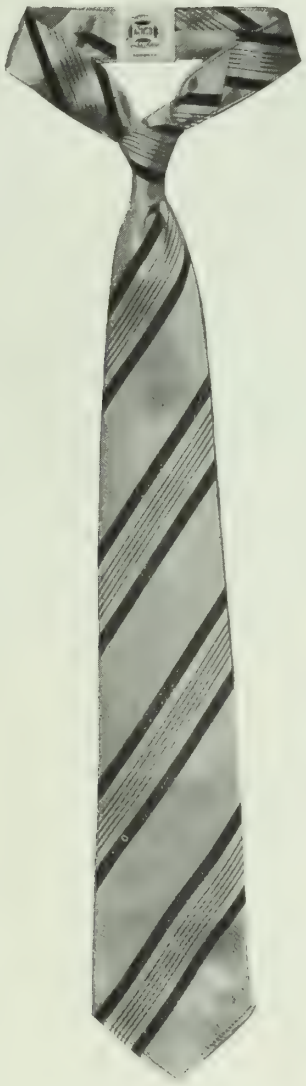
While these cards are somewhat varied in style, yet they represent only a very few of the many effects which a card-writer can execute. He is only limited so far as his own originality is concerned. With a few moments' thought one can often create ideas quite original to himself and to other people.

Many a man thinks he has invented something which will revolutionize the world and turn things upside down generally. He sends his plans and drawings to the patent office to be returned with the unwelcome information that he has at least half a dozen infringments upon other patents already filed. So it is with cards. Every card-writer thinks he has something new up his sleeve, but when he looks around he is behind the times ; somebody is ahead of him. Borrow ideas of others if you like, for others borrow yours, and you will find that this old world is made up of such as you. There's nothing new under the sun. So-called new things are only rehashed from the old time worn out things—new ideas are only old ones discarded and born again, only to be discarded in a very short time and called "back-numbers."

Joseph Simpson Sons, Limited, Toronto, have been incorporated with one million dollars capital, to manufacture knitted goods. The incorporators are R. M. Simpson, J. M. Lalor, J. P. Oakley and T. A. Doherty.

The E. J. Von Gal Company, manufacturers of hats, caps and furs, have been incorporated with $50,000 capital, with head office and factory at Niagara Falls, Ont. The provisional directors are : H. W. Maw, G. D. Conant, E. C. Paterson, F. M. Nancekivell and G. S. Hodgson.

Spring—Nineteen Eleven



BIAS STRIPES

Why not have the "Right Thing?"

Bias stripes are correct for men's neckwear and we are there with the stripes.

Fifty ranges of handsome bar stripes to make into bias stripes at $4.00, $4.50 and $6.00 the dozen.

Note—There is a way of making bias ties that will give satisfaction to the wearer. We know how.

Send us a mail order, stating number of dozens, and we will attend to the rest.

A. T. REID CO., LTD.,
Toronto

Makers of Reid's Real Bengalene in twenty-five shades.

"NECKWEAR OF THE BETTER SORT."



Display windows and entrance to the Trudell & Tobey store, Hamilton.

Unique Advertising Which Overcame Location Handicap

How Trudell & Tobey Diverted Their Share of Business in Hamilton — Monthly Post Card Remembrance for the Children — Discussing Local Topics in Advertising Space — Using the Psychological Moment.

HOW to overcome the disadvantages of poor location is a problem which, because they were unable to apply the right solution, has caused some merchants to go to the wall and so handicapped others that they have seemed to make very little headway.

But it was not so when Trudell & Tobey, clothiers and furnishers, went to Hamilton. All of the central business spots in the Ambitious City were occupied at the time. Business seemed to bunch itself about the corners of King and James Streets. Trudell & Tobey came down from Chatham and looked the situation over.

To Divert their Share.

"Let us divert our share of the business," said Mr. Trudell, and Mr. Tobey made it unanimous. They started in to divert in the direction of 50-52 James St. North.

Now, when a new merchant in a city like Hamilton wants to overcome the location handicap, he has to do several things. First, he must have an attractive store, second, he must introduce attractive features in his advertising, third, his merchandising methods must go a little further than the other fellow's in attractiveness.

The store of the Two T's (a short crisp rendering of the firm name) has an exceptionally fine front. Compared with some windows that are met with in a day's journey, it is a work of art. A deep arched vestibule is flanked by large display spaces. They have permanent oak backgrounds, but these are not regarded as a standing excuse for absence of appropriate settings for seasonable trims. In other words, while a permanent oak background with fancy glass finish is a good thing to have, little schemes of a supplementary character are often introduced in connection with it to set off the goods to better effect. Prisms and art glass are combined to give a fine appearance to the upper section of the window and reinforce the light. The Trudell & Tobey front, therefore, has considerable stopping and diverting influence upon the people when attractively trimmed and changed three times a week.

Store Always Decorated.

The store is always brilliantly lighted and decorated throughout in some scheme that enhances the general appearance. For example, several weeks before Christmas, the decoration took the form of a profusion of evergreen and autumn leaves and shrubbery. At Easter, the florals appropriate to the season were employed to advantage, and so on throughout the year. These decorations are never allowed to become stale in appearance or in their impression upon the people's sense of fitness.

Flags Have Advertising Value.

Another unique feature in the decorations is a display of flags of all nations. These are of silk, suspended from the ceiling at a point midway of the store's depth, and where they will surely attract attention. Not only are these flags interesting because of various heraldic formations, but they have an advertising value. There are in Hamilton, as in any city of the size, quite a large number of foreigners, and Mr. Tobey states that one reason why he obtains a good share of this trade is to be found in the fact that the preferences of every nationality in the matter of flags had been respected by representation in the display.

An interesting story is told of the Jap flag. A banquet was arranged in honor of some noted Japanese visitors and it was considered only fitting that the Japanese flag should have a place of honor. But where in Hamilton was there a Jap flag to be found? The collection at the Two T's suggested itself and saved the day. One of the visitors, afterwards remarked that although people had seen fit to banquet them elsewhere, it had remained for Hamilton to pay them the distinct honor of giving the flag of their country a prominent position. Now that was good advertising for the Two T's.

[redacted] - Fined for Obstructing Traffic.

A little scheme which worked in the same direction and helped to divert, took the form of a display illustrating the changes in styles of men's garments during the

Dry Goods Fixtures



OUR NEW FLOOR CABINET

Table and Storage Cabinet combined.

Adopted by all the leading department stores in Canada and the United States.

This is only one of fifty different styles of Show Cases and Fixtures made by us especially for the Dry Goods Trade.

They are all shown in our Catalogue "D."

It will pay you to send for it.

JONES BROS. & CO., Limited

DRY GOODS STORE OUTFITTERS

TORONTO, ONT.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



BDA (Copyright)

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

past 100 years. The required outfits were secured from a costumer, and one window of the store was made the setting of a very interesting series of living pictures, faithfully depicting a century's changes and emphasizing the good sense and style merit of the particular clothing that the store was handling. The crowds that gathered in front of the store were such that Mr. Tobey was summoned to police court on a charge of obstructing the street. He was fined and told not to do it again, but he appealed and eventually the sentence was quashed and the fine remitted. This, too, made good advertising.

Then, the attention of the children was selected as a particularly strong line to work upon. A competition was started in which a prize was offered the boy or girl who handed in the greatest number of words containing two "t's." Hundreds of lists were received and after the prize was awarded, Mr. Tobey, who is in charge of the Hamilton store, announced that the other children would receive a prize on calling at the store. They were pre-


Would Be A Wise and Just Ruler

'HEY SURE ARE COMING IN FAST

Mayoralty Possibility No. 1.

CLEANEST OF POLITICS P W P

MAYOR 1911

WHAT HIS PLATFORM MIGHT BE

WHAT I THINK OF HIM

GET BUSY TODAY!

TRUDELL & TOBEY

O U JUMBO SALE

In connection with their jumbo sale, Trudell & Tobey offered prizes for the best pen and ink sketch of Hamilton's probable mayor for 1911, he to be seated or standing on an elephant. The cartoon shown here suggests Rev. P. W. Philpott for mayor, and below is stated "what his platform might be."

sented with a little favor and the Two T's took a place in their opinion which it might not otherwise have had.

From this contest originated the post card remembrance system. It is a plan which, in a way, shadows the stork. To the several hundred children who entered the contest, picture post cards are sent out every month, and to this list is added names taken from the birth columns of local daily papers. Each month post cards are addressed to the new babies as well as the old babies until now there is a list of over two thousand to remember in this way each month. Each card contains some attractive message. When the child cannot read, he becomes sufficiently interested in the picture on one side to arouse his curiosity about the writing on the other. In October, for example a suitable Thanksgiving card was sent out extending greetings and bearing the following message :—

"My Little Friends. Tell your parents that if our business reaches the $250,000 mark by the first of January, I am going to run for mayor of Hamilton. We are making our store 40 feet deeper, and adding a new custom-made, ready-to-wear suit and overcoat department.

"We are still giving an Ingersoll watch, the same as I carry, with every boy's suit at $5 and over."

"TOBEY, THE 2 T'S."

OUR

MEN'S FURNISHINGS

have always been successful both for ourselves and our customers, but we are out for a record this Spring.

The range which our several representatives carry has already won its spurs. We consider it the brightest and most attractive that we have yet offered to the trade.

Special attention has been given to---

HALF HOSE (Fancies and Plain)

SHIRTS (with and without soft collars and cuffs)

TIES (Four-in-hand and Bow)

UNDERWEAR (combination and two-piece)

As well as the above, which we draw specially to your notice, we offer a full range of men's dress accessories.

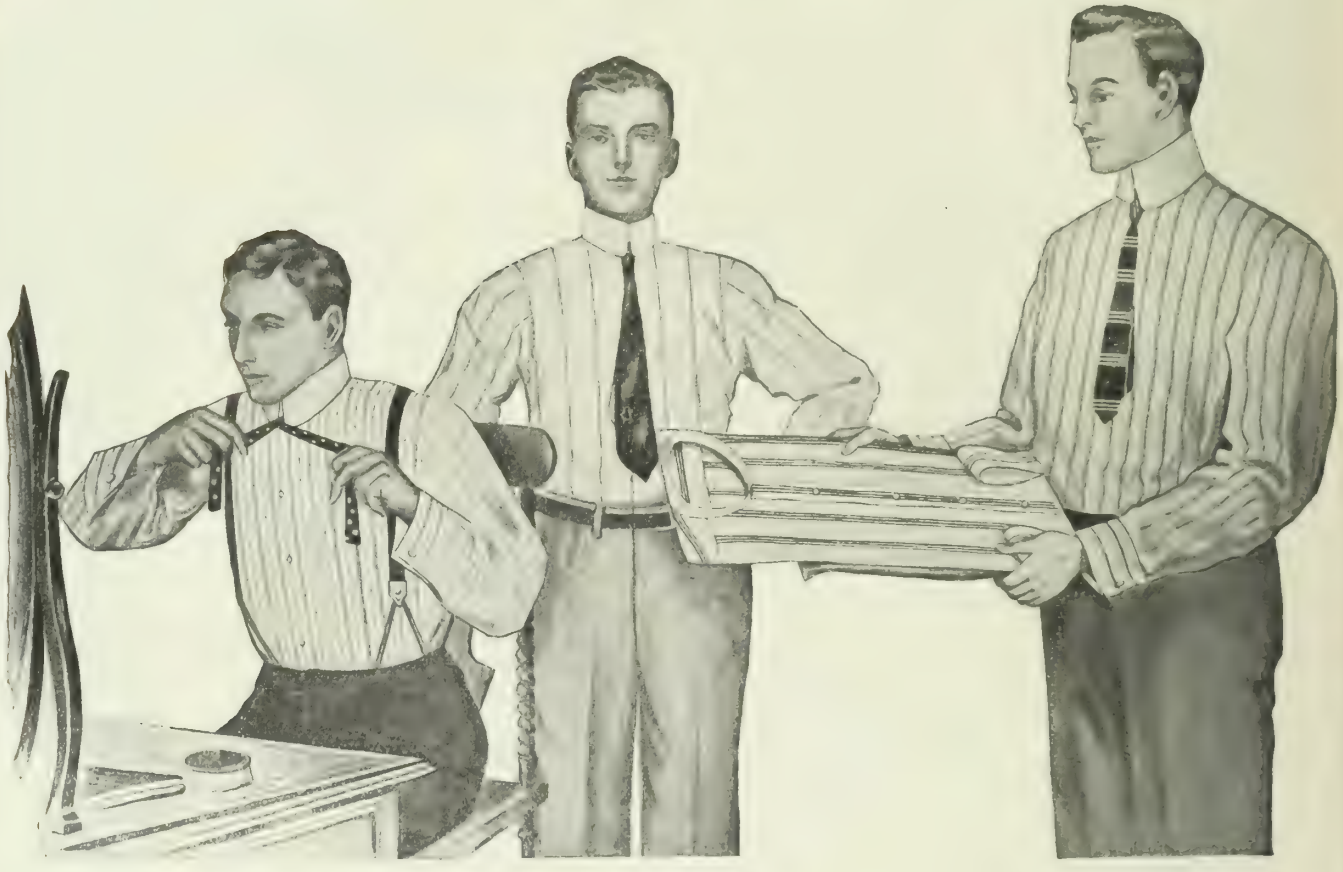


IF YOU ARE INTERESTED, OUR REPRESENTATIVE WILL DO THE REST

JOHN M. GARLAND, SON & CO.

OTTAWA, - - CANADA

Canada's Largest Exclusively



SHIRTS !

We have the Biggest Range ever produced—every line Something New.

MATTHEWS, TOWERS

Men's Furnishing House

Beautiful Range of Summer Hosiery and Underwear

Bath Robes

Dressing Gowns

Sweaters

Underwear

Handkerchiefs



& CO. - Montreal

ROCHESTER BUTTON COMPANY

Ivory Buttons

For Men's Garments
and for
Women's Suits and Coats

Discriminating buyers say that we make THE BEST DESIGNS, THE FINEST FINISH and THE WIDEST RANGE OF CORRECT COLORS.

Our buttons are out of the ordinary. They will SATISFY you because they are RIGHT.

Write us for Samples

Rochester Button Co.

ROCHESTER, N.Y.

Toronto Representative:
FRANK GOUDY
64 Wellington Street West

Montreal Representative:
G. W. LAWSON
210 St. James Street

"KING EDWARD" SUSPENDERS

Retail 50c Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

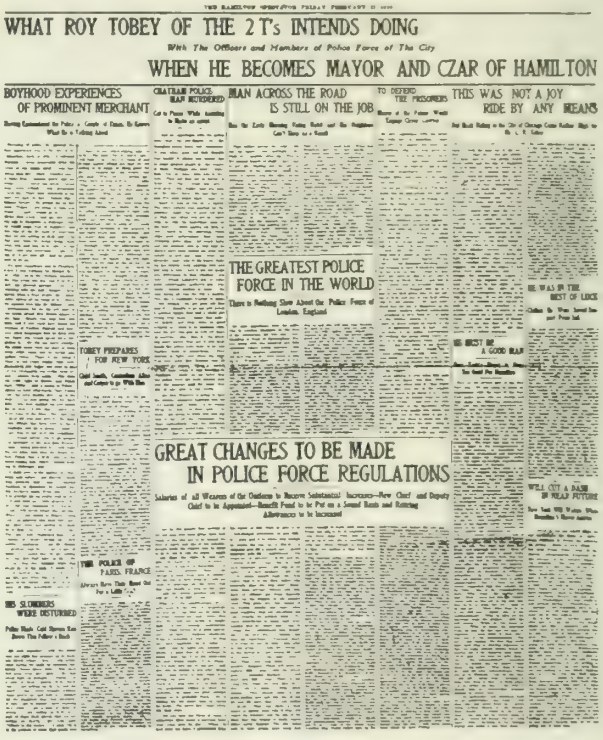
The personal message represented by these cards has had considerable diverting power. Some children have saved them and now have an interesting collection. Moreover, the child thus remembered asks to be shown the Two T's store and there comes a day when the parents must take him. This means sales and permanent customers.

Mr. Tobey believes that the best customers are those who are caught young, and the boy in skirts or knickers soon becomes the well-dressed youth with increased purchasing power.

The post cards cost $6 or $7 a thousand, and the plan calls for an outlay, monthly, of about $35. It takes a boy the best part of two days to apply the addresses.

Unique Advertising.

The newspaper advertising had to be unique, in order to help out the diverting process. The result is that the advertisements which have represented the Two T's in the local papers have played hob with well-anchored traditions


WHAT ROY TOBEY OF THE 2 T's INTENDS DOING

With The Officers and Members of Police Force of The City

WHEN HE BECOMES MAYOR AND CZAR OF HAMILTON

BOYHOOD EXPERIENCES OF PROMINENT MERCHANT

MAN ACROSS THE ROAD IS STILL ON THE JOB

THIS WAS NOT A JOY RIDE BY ANY MEANS

THE GREATEST POLICE FORCE IN THE WORLD

GREAT CHANGES TO BE MADE IN POLICE FORCE REGULATIONS

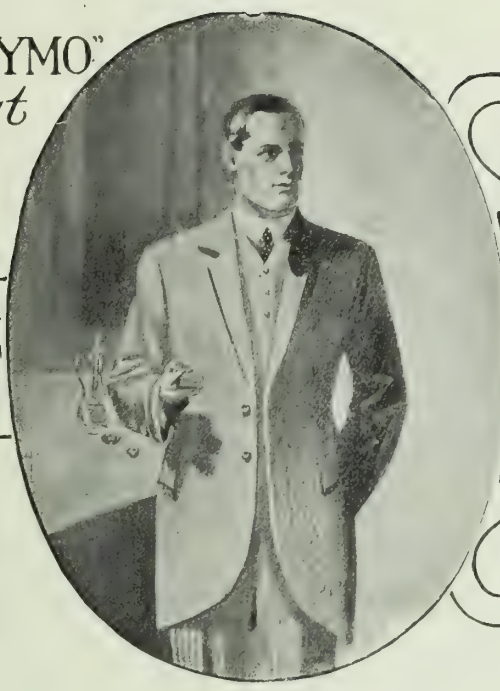
A Trudell & Tobey advertisement arranged in the form of a newspaper page, and in which he discusses topics of current interest in a rather unique way, tactfully introducing information about his goods.

on advertisement construction and on business-pulling contents. The specimens which stand out as extraordinary, absolutely ignored drescribed styles in type-arrangement, and cut loose entirely from stereotyped descr ptions and lists. These advertisements discussed almost every subject under the sun, but throughout it all there was a well-defined point which brought the people nose to nose with the Two T's. It was not the kind of talk, however which leads the unsuspecting reader up to a certain point and then springs the unwelcome boost. The advertisements run on Friday nights introduce news and views about things of local interest in such a way that people bought the papers to read that particular page and everybody knew it was the Two T's page. No attempt was made to conceal that fact. Newspaper men said it was good stuff, and it is understood that it increased the circulation of one paper by 1,000 copies.

Advertisements Arranged in News Page Style.

The majority of these advts. were arranged in the form of a page of news matter. For example the top of one

The "HYMO" *effect*



The WRONG *effect*



¶ No fanfare heralded the advent of Hymo, but quiet demonstration here and there amongst the few who know, quickly secured recognition of its intrinsic merits.

¶ As surely as good wine needs no bush, so Hymo requires no puffing, and to-day stands established as a warm favorite with discriminating tailors.

¶ To have achieved such success in so short a period speaks volumes.

¶ That bete noir of all good tailors, the cockled coat front, may henceforward be considered as obsolete as the dodo. for Hymo, costing only as much as haircloth and canvas, is the ideal interlining. It gives firmness to fronts and shoulders, smartens the appearance of the coat, will not shrink, **has none of the vices so prevalent in many other interlinings,** and possesses good and exclusive features of its own.

¶ Those wise and discriminating tailors who selected Hymo for their interlinings are already reaping the benefit of their wisdom.

Cloths made from horse-hair have a rough surface, and the hair must always work through. Hymo, being made from specially-selected soft hair and wool, guaranteed free from cotton, has none of these disadvantages

Hymo has no stiffening, is unshrinkable, and retains its spring better than any other product of its kind.

GUARANTEED NOT TO CURL.

Obtainable from all High-class Wholesale Houses.

Look for the Trade Mark stamped every five yards on "Hymo" Cloths. None genuine without.

Sole Manufacturer

JAMES HYMANS

(WHOLESALE ONLY.)

8 and 10 CRESCENT MINORIES, LONDON, ENGLAND

SAMPLES ON REQUEST



If you are interested in Boys' Clothing, write for Spring Catalogue, just out. It is illustrated with cuts of what we make, and shows how well they are made.

Our three factories are busy all the time, which speaks for itself.

The Jackson Mfg. Co.

CLINTON, ONT.

Liven up your Haberdashery Department with this new

"OXFORD" Necktie Holder

A demonstration of it will help every sale you make.

It eliminates all collar and tie difficulties.





The Holder



Back View Tie Attached

Every man who wants ties or collars is a possible customer for the "Oxford" if you have one to show him.

Its construction and operation are so simple that it appeals to him instantly.

The wearer ties his scarf upon the Holder to suit his own taste. It is then always neat and natty, and is put on and taken off without the necesssity of tieing and untieing the scarf. Simply attach the Holder to the collar button and the trick is done. It is the only method of making a quick and perfect adjustment of the scarf with the fold collar.

The "Oxford" is finished in gold plate and put up in a neat display box. It retails for 25c. Try it in your store. Sample 3 dozen box forwarded to responsible dealers.

Order now. Price, $1.75 per doz.

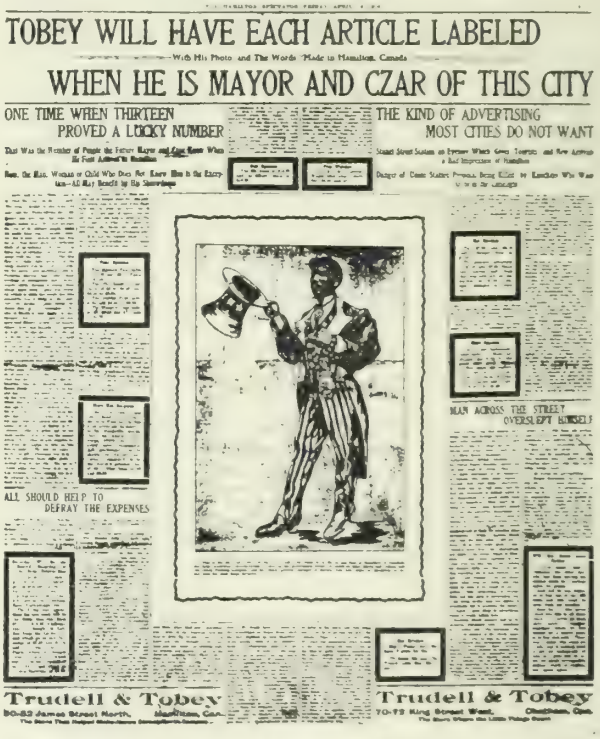
The Oxford Novelty Mfg. Co.,

145-147 Mulberry St., New York. OWEN SOUND, Ont.

page was traversed by this heading in large type: "What Roy Tobey, of the Two T's, intends doing with the officers and members of the police force of the city when he becomes Mayor and Czar of Hamilton."

The announcement had been made sometime before that when the business of the store reached the $250,000 mark, Mr. Tobey would run for mayor. The page referred to contained stories which hinged on some piece of police incident or history. These were headed and arranged in regular newspaper style, and each one tactfully introduced some information about men's wear lines and prices at the Two T's. One heading read thus: "Great changes to be made in Police Force Regulations. Salaries of all wearers of the uniform to receive substantial advances. New chief and deputy chief to be appointed. Benefit fund to be put on a sound basis and retiring allowances to be increased."

Now, coming at a time when this particular subject was being much discussed this heading made people sit up. The subject was treated in a serious way by Mr. Tobey, as prospective mayor, and in working up to comment upon his goods he proceeds in one place, as follows: "Now, what do they do with a man after he has given


TOBEY WILL HAVE EACH ARTICLE LABELED

WHEN HE IS MAYOR AND CZAR OF THIS CITY

ONE TIME WHEN THIRTEEN PROVED A LUCKY NUMBER

THE KIND OF ADVERTISING MOST CITIES DO NOT WANT

MAN ACROSS THE STREET OVERSLEPT HIMSELF

ALL SHOULD HELP TO DEFRAY THE EXPENSES

Trudell & Tobey

Trudell & Tobey

Another Trudell & Tobey advertisement in which as prospective mayor, Mr Tobey states what his program will be and how he will receive large American manufacturers who propose locating in Hamilton.

his whole life which, if he has served 26 years, means 102 years of a man who works eight hours a day? They turn him loose with a pension. Sergeant Pinch will draw the highest, $280 a year, while the lowest goes to constable Hallisey, who will draw only $180 a year. There is one thing these men may do if they want to make a little extra money. They should come to our stock-raising sale and buy one of our $20 and $25 suits that we are selling at $14.25.

Another advertisement had this heading: "Tobey will not take the job of Mayor and Czar of this city under $4,000 per year, as he will need $2,000 for an assistant with a front for glad hand act." Then follows an article in which the qualifications of the glad hand artist are detailed. "The only condition that this man gets the job," runs the article, "will be that he must first buy one

of our new spring hats, a Christy at $3 ; or the Controller Special, at $2.50 ; the Board of Health Special, at $2 or the Alderman hat, at $1.48." On this page is introduced a number of panels giving prices of certain lines.

Discussed Many Subjects.

It was in advertisements of this class that Mr. Tobey discussed in a gossipy way the dog situation, Hamilton gas question, changes in the school system, teachers' salaries, Hamilton's necessity for up-to-date railway stations and several other matters—all done in such a way that it made good reading.

To perform these kind of advertisements required a considerable fund of story, a distinct literary style, and the ability to make unlikely material apply. In a page discussing local school problems, the inspectors' report is referred to. The figures are given, and this is followed up with the following :—"Out of the 4,851 boys attending the public schools, there are many who are not wearing the Two T's clothing. Now boys, we want you to get onto the Two T's just as fast as you can. When I run for Mayor and Czar of Hamilton I will want your vote, but I will want your trade in the meantime to help build this business up to two hundred and fifty thousand. We have a splendid boys' department, and I have just bought a gross of Ingersoll watches and you can have one of them or a Swiss gun metal watch with every suit at $5 and over."

In the stories relating what he would do when he became mayor, Mr. Tobey increased the salaries of teachers, firemen, policemen, and other officials, and his advertisements were in this and other ways made of direct interest to all classes. It was something unique and it counted strongly in the diverting process.

The latest departure of the Two T's is to attract business from Toronto. An advertisement, is placed regularly in one of the Toronto papers announcing that on purchases amounting to $9.95 and over the store will refund all railway fare over 25 cents, from Toronto and intervening points, and deliver the goods. Not only has this attracted business from Toronto, but people from the towns and villages intervening have taken advantage of this proposition.

Mr. Tobey is half Scotch and half Irish. This fact is the theme of a picture post card on which the subject is worked up in a half-and-half costume. The Scotch half appears somewhat gnarled and knotted as though it bore considerably more work and worry than the well fed Irish half. Mr. Tobey explains that the Scotch half does the buying and the smooth-looking Irish half the selling. Even this postcard has brought business.

Turns Stock Over Three Times a Year.

The stock of the Two T's is turned over three times a year and the advertising amounts to something like five per cent. of the turnover. This is a high average but the outlay is well directed.

Freak, but Necessary.

"I do not hesitate to say," remarked Mr. Tobey, "that much of our advertising has been of the freak order. There is no incident that we cannot take up and discuss it with some advantage in our advertising. We found that it paid us a short while ago to take up the interests of a man who came to this country specifically to work on a farm. He found it more profitable to work at his trade but the immigration people got after him, made trouble and to-day he is working out the specified time on a farm. We took this man's case up in our advertisements, aroused much sympathy and secured assistance for him. These things attract attention in our direction, but mind you, had we a good location, we would do nothing but straight-away orthodox advertising. As it is, we have to step out of the beaten path."

How Sales Records are Kept.

The system of sales records adopted by the Two T's gives complete returns regularly and is also a correct index to the condition of the stock. Each department of the store is indicated by a distinctive letter which is written in by the salesman for each sale, together with the necessary description of article sold and the price. These slips all go to the office and the information thereon so entered in the books, that they will show the effect upon stock and daily sales. It is possible to tell the amount of sales at the end of each day, and at any time a comparison of one season may be made with another. It serves as an excellent stock thermometer and compared with the returns at stock-taking the difference is very slight.

Mr. Tobey is a personal friend of J. F. Cairns, the Saskatoon merchant, who has from time to time introduced, with good results, a line of advertising somewhat similar to that adopted by Mr. Tobey in the Hamilton store. Both are close students of the psychological moment, the local point of view and the go-a-little-further-than-the-other-fellow idea as applied to advertising—and they have found it worth while.

With regard to the success of his advertising and merchandising methods, Mr. Tobey estimates that during the month of October they made a sale to one in every twenty-five of Hamilton's population, that they went considerably beyond that in November and will be ahead of that in December.

Two extra special sales are held during the year—one in January and another in July each of which places the stock in good condition of the approaching new season. There is, however, some special feature at the store every Saturday, and it is strongly advertised on Friday. There are some who hold that people get tired of these continued sales, but the experience of Mr. Tobey is that if the people are given good values, they will come and "come good" every time.

Crisp Advertisement Paragraphs.

They fit and they're fit for you. A little bit better, not a little bit more.

Clothing that avoids conspicious extremes, yet meet all the demands of fashion.

When you see these elegantly fitting garments, no further argument will be necessary.

Keep warm and comfortable this winter. It's easy—just a question of getting the right undergarments.

These cravats cost only fifty cents, but they cannot be surpassed in beauty and exclusiveness of pattern at any price.

Because the hat is the most conspicuous article of men's attire, its selection should receive the most careful consideration.

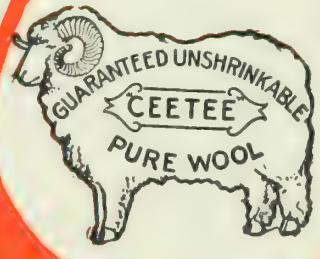
A good coat must have "character"—as well as the man inside it. And the one is almost sure to be indicative of the other.

You young men in college, in high school, in business—everywhere—have a right to indulge a taste for clothes that show your aggressive personality. Individuality is your ideal in clothes.

Expression is to clothes what flavor is to food—the spice and piquancy. It is more than style—more than fit. It is personality-in-cloth which can only be conferred by tailored-to-measure garments.

Ceetee

UNSHRINKABLE UNDERWEAR

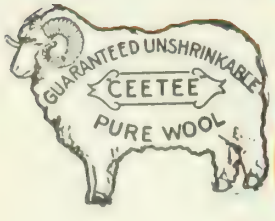


This sheep trade mark is well known as the symbol of the strongest guarantee back of any line in the Underwear business.

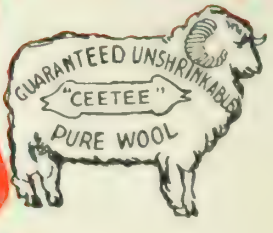
We seldom have to fulfill the terms of our guarantee—to replace, at our own expense, any CEETEE garment that shrinks—for the simple reason that CEETEE garments never shrink.

The one thing that induces us to maintain our guarantee is the certain knowledge that CEETEE garments are perfect in every respect.

Sell "Ceetee"—the guaranteed, well advertised line that pleases the people and pays you good profits.



The C. Turnbull Co. of Galt,
Limited
Galt - Canada

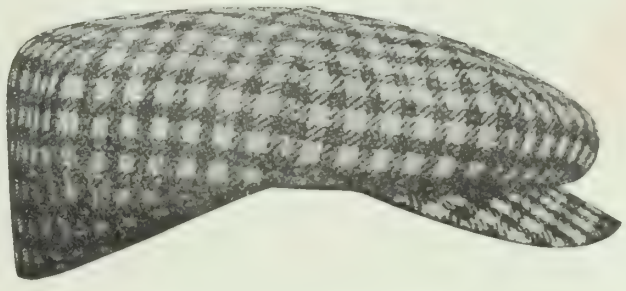


The Great Cap Makers of Canada

Let your Caps for Fall 1911 be made by men specializing in Men's Caps only; who have devoted their full time for years in perfecting caps and raising their standard of excellence until to-day, when a nice cap is as important in a man's wardrobe as a pair of drawers.



Only a staple shape shown with the Patented Inside Band, which in future is guaranteed against cold in any climate.



A Summer Golf which will be in great demand next Spring and Summer, and will be shown by our travellers for assorting.

Things Worth Remembering---

If the Eastern Originated and Patented the Leather Shield for Summer Golf Caps and the Knitted Inside Band for all kinds of Winter Caps, both of which nearly all competitors are now trying to imitate and copy, which is a fair admission that these inventions are O.K., why should you not wait to see what we will have to show you for Fall 1911?

Our Travellers are supposed to visit every town in Canada. Should they fail to see you, please write us.

Eastern Hat & Cap Mfg. Co.,

Limited

Truro, :: :: :: :: Nova Scotia

NOTE---Should any merchant have a prejudice against Knitted Bands, remember we have an equally strong range of Furs, Seals, Etc.

Stories From Day's Work Tell How Sales are Lost and Won

Incidents With Practical Point Described by Members of the Staff — Importance of Knowledge of Stock — Remember Names and Faces — Be Careful With the Children — The Welcome Will Make or Mar a Sale.

THERE is little excuse for ignorance of stock condition or location, in a men's store. It often loses a sale, and in no event does it help the store's reputation.

"Sell me a pair of gloves, and do it quick," said a husky looking individual to a boy behind a counter that was covered with holiday lines.

"What kind would you like?" asked the salesman meekly.

"Do I look like a suffragette or a man who wears silks?" returned the individual. "What's them there?" pointing to a box full of lined Capes.

"They're $1.50 a pair," replied the boy, picking out a bundle of eights, and handing them to the man.

"Say, I'm not buying for my wife, you know," said the customer, whose four fingers just about took up all of the space in the glove he tried on. The man knew what size he wanted, and told the clerk. The latter ducked under the counter, fussed among some boxes, ran through the gloves strewn on the counter, and finally hustled off to the head of the section to ask if they had such a size.

"Certainly," said the head, "they're down there somewhere," pointing to a spot in front of the customer.

More fussing in the boxes, failure to find the gloves, return trip to the head of the section, united search, discovery of the gloves in another part of the fixtures. Ten minutes had been wasted looking for the gloves wanted. Then when they were located and placed on the counter, the salesman was pained to find that his customer had disappeared.

This was an actual occurrence in one of the large city departments, but it will serve to prove to any merchant, no matter how limited his field, that a sales force familiar with the stock is the big factor in efficiency of service.

Keep Posted on Names and Faces.

Every-day experiences prove that the merchant or salesman who knows the greatest number of customers by name is adding to his selling ability. In smaller places this is more easily possible than in the large cities, but the fact that salesmen there find it to work to advantage, stamps it as an excellent idea.

"We have always endeavored to encourage among our staff alert memories in the matter of names and faces," said a men's wear merchant. "The other day a young woman entered the store and intimated somewhat nervously that she wanted to buy some men's heavy underwear. She was evidently embarrassed about it, and the clerk very tactfully learned from her that she wanted a suit of very soft wool. Suit after suit was shown her, but that she had some idea what she wanted was evident, for after running her hand over garments she still asked to be shown "something softer."

"'You see' she said 'my husband, Mr. Watts, is away on the road, and as it has turned very cold I thought I would see what I could do about buying some heavy underwear for him.'

"Now, Watts was a regular customer of ours. All the clerk knew him, and as soon as this salesman heard his name mentioned he stated that he knew exactly the kind of goods Watts wanted.

"That particular brand of underwear had not been shown, as it happened, and when it was described as 'the kind he always wore,' his wife took it.

"You see, we knew they had been recently married, and the young wife was so successful at buying underwear, that Watts depended upon her judgment for other things. Of course, we knew Watts' likes and dislikes so well that we could help her out in many of her selections."



Don't Try to be Funny.

"Wish you would say something to salesmen about the indescretion of those time worn jokes pertaining to mothers-in-law and the like," said a men's wear merchant. "There are young men who seem to think they're smart when they spring one of those gags in the presence of a customer. It's not smart; it's fresh. There are men who resent that sort of thing, or any hint to the effect that they're not the whole works about their own home.

"A man whom I should judge would be about 45, entered the store the other day. I had been talking to my salesmen shortly before about the importance of enthusiasm, but the man who took this customer thought I meant something else. He showed the visitor a suit that pleased him. Tried the coat on and it was an excellent fit. I could see that the sale was as good as made when the salesman, putting his hand familiarly on the shoulder of the man said: 'Why, your own wife won't know you in that suit.' The customer didn't say a word. I could have shrunk through a crack, for I knew that for six months the man and his wife had been estranged, and were not living together. He took the suit and paid for it, but we haven't seen him since.

"The attempt to be funny might have cost the store the one sale; certainly it explains why the man has never returned. The respectful clerk is one who knows his own business and keeps out of the pantry where other people store their ghosts."



Be Careful with the Children.

The children are not to be trifled with. Anything that is said in their hearing is sure to be repeated. Therefore when they enter a store on an errand for "dad" they are entitled to careful treatment.

"Dad wants a fifteen-and-a-half collar same as this," said a counter-high youngster, entering a furnishings store, and put a rather dirty looking collar down in front of the salesman.

The latter picked up the collar, sniffed at it, and turning to a clerk beside him said, "I wonder how long old man Jones has worn this here collar. Didn't know he was driving a coal wagon."

The boy heard all this, and it was not a great while after that the merchant called the salesman into the office, and asked him what he had said to him when he asked for the collar.

It was some moments before the salesman remembered just what had been said. The remark about the cleanliness of the collar had been so thoughtlessly uttered that it had been all but forgotten.

"Do you know," said the merchant, "that your little talk about Jones' collar and the coal wagon and all that has cost us a good customer?"

It was a lesson which the salesman never forgot.

$4.25 A Dozen

For "CHESTER" Semi-elastic Suspenders—$4.50 a dozen for the all-elastic model. At these prices "CHESTER" Suspenders are as good a money-maker as a men's furnishing store can have. They are big sellers, and steady all-the-year-round sellers because

CHESTER SUSPENDERS

have good stuff in them and give the wear. Made practically wear-proof by **patented fabric ends—chemically toughened Wear Points** and **solid woven inserted back button-holes.** You can sell "CHESTER" Suspenders. We help you, too, by advertising them.

Send for a sample dozen—$4.25 for the semi-elastic model—$4.50 for the all-elastic. Order from our factory at Brockville or from the Winnipeg Warehouse.



HALLS, LIMITED

Manufacturers

BROCKVILLE, ONT.

FULL STOCK CARRIED AT OUR WINNIPEG WAREHOUSE, 148 PRINCESS ST

Salesmen Relate Experiences With Elusive Customers

Comment and Helpful Criticism in Connection With The Review's Competition --- Where Circumstances Alter Cases --- Western Form of Address --- Suggestion as a Sales Winner --- A Veteran Clothing Man's Opinion.

FROM one end of Canada to the other have come replies to the salesmanship problem depicted in the November Dry Goods Review. As announced, these contests will be made a regular feature, and are to appear in the mid-month numbers of the paper, and from time to time in the men's wear section. It is evident that sales people appreciate the opportunity thus given to express themselves upon these problems, and the replies, therefore, represent a very helpful range of practical opinion.

Naturally, there has been some kindly criticism with reference to the decision of the judges in the December number. The problem is one in which different circumstances play an important part. In awarding the first prize, the object of the judges was to select an answer which indicated absolutely no influence of circumstance, but one which sought to overcome the problem by salesmanship based on the actual merit of the goods. Then, the words in which the case was presented, the likelihood of the appeal to break down every objection in the customer's mind, the tact, originality, resourcefulness of the salesmen, were taken into consideration in selecting replies which, in the mind of the judges, at least appeared to be entitled to first place.

Problems of Location.

It may be that with circumstances fresh in their mind which convinced them of the merit of their replies, there are salesmen who will hardly agree with the decision. One man, for example, states that in his town the hotel at which the majority of the farmers stay on Saturdays is located nearer to his store than it is to his competitor's. In hunting about for best values, as farmers will often do, many of them first go to the nearest store, and often seeing what they can do there, pass on to the other store. Should they find the same values there, some of them overlook the promises they may have made to "come back after looking around," and make purchases in the second store. In such a case as this, it would be unfair to say that the salesmanship in the first store is defective, or that the salesmanship in the second store is superior. It is one of those problems of location in which the merchant's personality, the efficiency of the staff, the fine reputation of the store and its stocks, will hold a full share of the trade, as it is doing in this case.

Doesn't Like these Words.

Another critic expresses objection to the words "Just a moment, friend," with which the first prize man again starts after the customer.

Considering that the reply is somewhat representative of western salesmanship, the criticism should not be looked upon as very important. A salesman in the older parts of Ontario or in the Maritime provinces might not address a customer thus. In equalizing matters, therefore, the judges gave the words no consideration. They merely suggested the greater elasticity of personal appeal, so typical of the West. Of course, the words could be so used as to increase the customer's anxiety to get away from the salesman. A strenuous objection to such a form of address might have been entered had the salesman immediately set to work and exhibited more clothes, or presented some new proposition, but he didn't. He merely followed the words up with an argument on the merit of the goods, calculated to convince the man of the fallacy of looking elsewhere, or to give him something that would stick to him when, confronted with similar values in another store, he would come to the point where he must make up his mind. The salesman had to say something that would sink in. Used in a western store and by a judicious clerk, as this man evidently is, the objection to the four words cannot be considered as detracting from the effectiveness of the reply.

Suggestion Did It.

Illustrative of the value of resourcefulness in meeting objections raised by customers is the experience of Mr. Hall, of The J.M. Young Co., Brantford, Ont. It has a direct bearing on the salesmanship contest in the November issue of The Review, and the incident shows how Mr. Hall successfully met the objection that the customer could not find in his stock the goods she wanted.

A woman came in and asked Mr. Hall if he would show her some Wilton carpet which she wanted for a special purpose. He took her to the carpet department and explained that while they had no Wiltons, they had a good line of Brussels and Tapestry, and asked her if she would not look at some of them. She was determined, however, that what she wanted for this particular purpose was a Wilton, and would not take anything else. He saw that she had made up her mind to this, and she was just leaving the store to look some place else when he said to her, "Well, possibly you will be requiring some carpet for some of your other rooms." She replied that she was thinking of getting some others, and he suggested that she might look at them while she was in the store, to which she agreed. She bought carpet for two rooms, and then he asked if she would not look at some curtains, which she did. The result was that before she left the store, she had bought $100 worth of carpets and curtains. The probabilities are that had she left the store without him making the suggestion referred to above, she would not only have bought the Wilton carpet somewhere else, but also the other carpets and curtains, and he would have lost a splendid sale.

In dealing with customers it pays to have a head on one's shoulders, and to use it in the way suggested by this incident.

That Pleasant Smile Again.

One men's furnisher writes as follows to The Dry Goods Review: "Your salesman's competition has aroused remarkable interest among my clerks. They have discussed your problems enthusiastically, and two of them have sent you replies. Heretofore it has been very difficult to get them to express themselves on matters of this kind. One of my salesmen went so far as to ask a customer, who is a good friend, how he would prefer to be treated under circumstances described by The Review, and the man replied that he would like to feel that he still had some personal liberty left. He, however, related an experience which shows that there is a salesmanship which makes a selling impression.

"That man had gone with his niece to help to select a new suit. She went to two ready-to-wear departments, in neither of which did the salespeople, on learning that she was considerably in doubt, display any great interest. Finally, she entered a department where a bright-looking young woman took us in charge. By that time

my niece was pretty tired and had decided not to buy that day. She told the clerk that she didn't intend to buy. 'That's all right,' said the young woman. 'We are here to show you the garments. You needn't buy to-day, you know, but probably I can show you something that may suggest what you want.' The saleslady showed us several garments, never losing her pleasant smile. My niece did not buy that day, but the fact did not affect the cheerful disposition of the clerk. When we left she said, 'Now, you many not come back again, but if you do, I should appreciate it if you remembered my number.' Several days afterwards he met his niece and asked her about the suit. 'Oh,' she said, 'I went back to that bright young woman in So-and-So's store, and had her show me some garments again, and I bought one that I took a fancy too.'"

"That," writes the merchant, "is the kind of salesmanship that counts. Cheerfulness and courtesy are two of the greatest factors in selling goods."

Buyers and Liars.

The head of a large men's clothing department, discussing the problem, said: "The salesman should go on the proposition that all men are buyers, and that a good few of them are liars. People who say they want to look around, don't always mean it. If the salesman knows his business he will make an impression on that man's mind that would stick, at the same time giving him to understand that it is his privilege to buy wherever he pleases. One sees more of that in the very large cities than elsewhere. We know perfectly well that many of the sales here are made to men who have come in from some other store and have seen something that suited them better. The other store has the same experience. The mule kicks both ways.

THE Deacon

You will find you have a winning hand when you are selling

Deacon Shirts

because looked at any way you like they are the best possible. The seams are double stitched, buttons securely sewn, and body cut large and roomy. Every shirt guaranteed free from defects.

Deacon Shirt Co.,
Belleville, - Ontario

"THERE'S NOTHNG BETTER THAN Cravenette"



WET or FINE
RAIN or SHINE

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

Reg[d] Trade Mark "Cravenette" PROOFED BY The Cravenette Co Ltd

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE
(Proofers to the Trade.)

Correct Style in Jewelry

Should Never Give Appearance of Flashiness — Accessories for Evening and Day Wear.

There are few men's wear dealers or furnishers throughout the country who do not find it helpful and profitable to carry a fair range of dress accessories in the shape of jewelry. Scarf pins, shirt studs, fancy vest buttons, cuff links, collar buttons, and sometimes watch chains and fobs, constitute a line which can often be handled to advantage in the men's wear store and department. The dealer is often consulted as to the correct thing for every occasion in this line, and if he is in a position to make an authoritative statement in the matter, it sometimes means a sale. It is a problem which calls for refined taste and nice discrimination, for while a man may be faultlessly arrayed in the matter of clothing, an injudicious display in jewelry will often act as a discordant note in the sartorial symphony.

Jewelry for Evening Dress.

"Small pearls, while still widely in vogue, are, however, not the only style of studs correct for evening wear, nor, while thoroughly good form, can they be called the smartest. Little white crystals without metal, except at the back, are among the latest fashions, and one may find some pretty simple designs in pearl and gold-thread effects, and in moonstones and enamels to match waistcoat buttons and cuff links.

"The colored jewels, such as amethyst and turquoise, as well as baroque pearls, are also somewhat used—the former sometimes set in small heart-shaped settings of dull gold, or in little square or diamond shapes—but the more simple the design the better, and generally speaking the colored gems are not to be advised.

"In spite of the fact that jeweled waistcoat buttons have become so popular that sets—imitation and otherwise—are sold at all the haberdashery shops and jewelry stores, they remain a broad fashion. On the other hand, that they have lost caste is undeniable, and I am inclined to believe that the crystals, the mother-of-pearl with gold thread, the moonstones or the buttons of the waistcoat material are the smartest from the conservative standpoint.

"However, the amethysts cut in crystal form, without metal rims, are ultra-fashionable, and the mother-of-pearl set with small pearls are not only good in fashion but in style. Though old in idea, it is pretty to have the cuff links match the buttons, and one can almost always find them in sets, or get something so nearly the same in design as to correspond well.

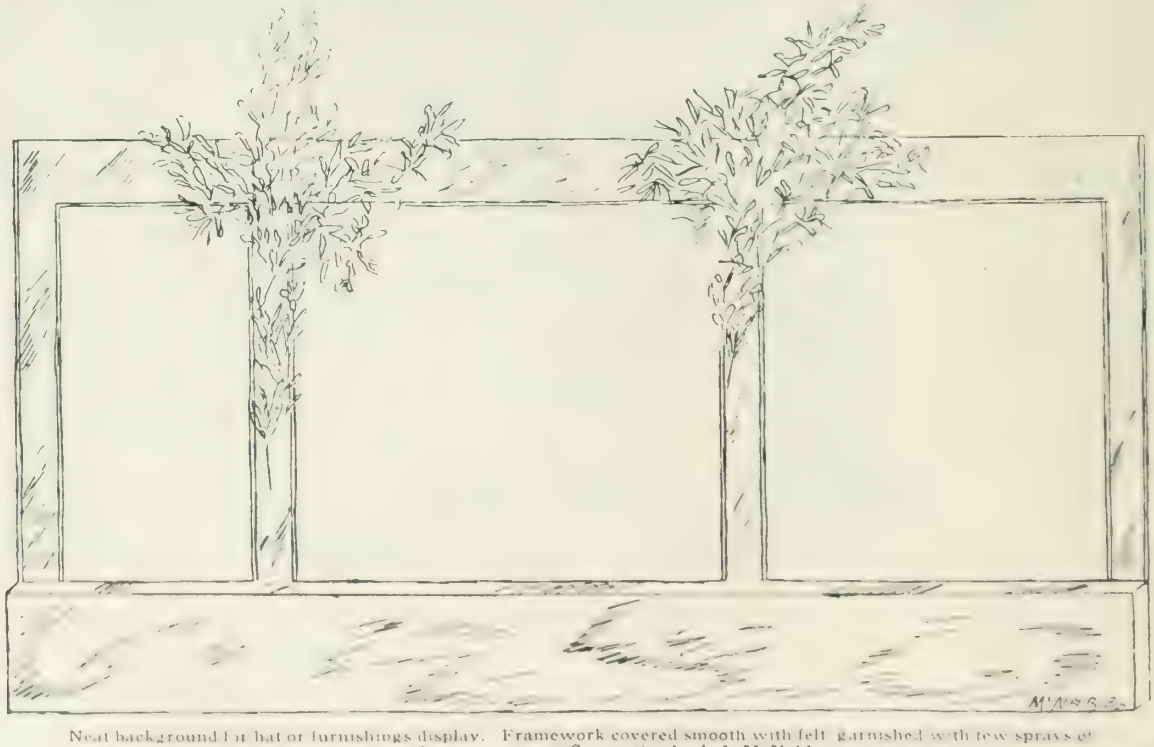
"Watch chains or guards—at least visible ones—are not, as a rule, worn with full evening dress, and although the simple black silkribbon fob with seal is quite frequently seen, I think it unadvisable. And so the only other articles for evening that can be classed as jewelry, with the exception of rings, are the small clips of gold, set with very small pearls, to keep the tie from slipping up on the standing collar. With the dinner coat the studs, buttons and jewelry in general should be less elaborate than with the full dress suit.

Jewelry for General Day Dress.

"Because soft front plain or plaited shirts with buttons on them are now so much more generally worn than the stiff, except for formal afternoon dress, one has little use for studs, and undoubtedly those of best style are of plain gold, although there is, of course, no objection to gold set with very small pearls.

"Plain gold cuff links, oval in shape, flat on top and sharply cut with monogram, are always good style, for day dress, but one may wear the simple semi-precious jewel (enamel or jade) styles to match shirts, or scarf-pins, and for distinct outing dress the designs may be of the sporting character.

"As has been said, the single pearl, with or without small jewel below it, is the acme of good style in scarf-pins, but there are so many pretty designs ranging in price from $5 to $25 that the choice is unlimited. The simple ovals of gold with semi-precious stones to match neckties and shirts, are generally good, and there are hundreds of pretty twists of gold with small jewels and hundreds of simple conventional designs."



Neat background for hat or furnishings display. Framework covered smooth with felt garnished with few sprays of orange blossoms at top. Suggestion by J. A. McNabb.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar—With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, Etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

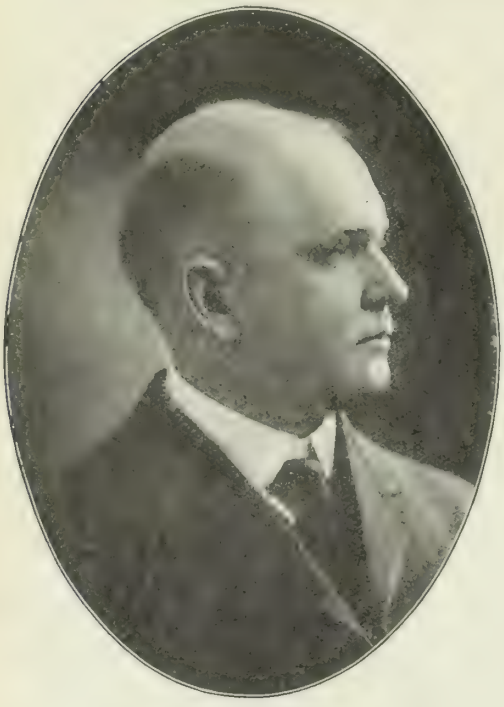
For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Seasonable Hints to Men's Wear Buyers

Form information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

JOINS THE HOBBERLIN STAFF.

Geo. A. White, formerly with the E. V. Price Company, a large wholesale tailoring house in Chicago, has taken a position with the House of Hobberlin and will have directly under his control the nine hundred or more agencies of the wholesale



GEO. A. WHITE

Formerly with the E. V. Price Co., Chicago, will have control of the Hobberlin agencies.

tailoring wing of this progressive Canadian firm. Mr. White is an expert, and the field which he has chosen for the application of his practical experience and capabilities will undoubtedly show a development in keeping with the strides which the House of Hobberlin has been constantly making. He comes to Canada with a most optimistic outlook in regard to the future of this country and brings with him the conviction that only the most energetic form of enterprise will keep pace with the remarkable growth which is taking place here.

The House of Hobberlin appears to be symbolic of this progress and by enlisting the service of the strongest men obtainable, as they have been doing, their continued success seems assured.

TRIP AROUND THE WORLD.

Charles J. Doran, whose picture appears in this issue, left on December 28th for a trip to Capetown, South Africa, Perth, Western Australia, Melbourne and Sydney, Eastern Australia, Auckland, New Zealand, Vancouver and back to Niagara Falls in the interest of the Dominion Suspender Company and the Niagara Neckwear Company, Niagara Falls, Canada, who have agencies in these different countries taking care of the business in their respective territories. The Dominion Suspender Company and the Niagara Neckwear Company are doing a large and increasing business every year in these countries. Every month on either of the boats leaving the Atlantic coast or the Pacific coast are large shipments of goods to their different agents. It is not generally known by the trade that these large factories at Niagara Falls make shipments and have selling agents in the countries named; in fact, their business there is increasing just as largely as in their home market in the Dominion of Canada. Mr. Doran's trip there is one that he takes about every year.



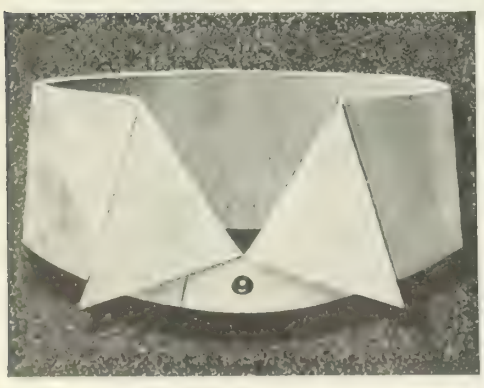
CHAS. J. DORAN

Of the Dominion Suspender Co., Niagara Falls.

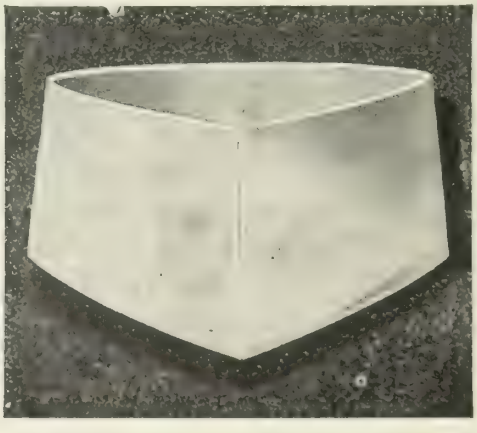
This time an extensive campaign of advertising is to be extended to the publications in these countries same as is being done in the Dominion of Canada. Their goods being substantial Canadian productions are well-known and are favorably received.



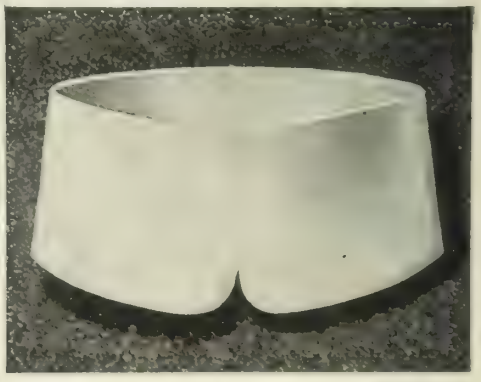
A staple shape Golf Cap, with the Patented Knitted Inside Band, as shown by The Eastern Hat and Cap Mfg. Co., Limited, Truro, N.S. Note that this Inside Band will be shown in over one hundred new styles and 500 cloths for Fall 1911.



White Wings.



De Lesseps.



Aviator.

Three of the new Collars shown by Tooke Brothers, Limited, Montreal.

Biggest 2 for 25¢ Sellers in Canada.

Success

MADE IN CANADA

Collars For Value

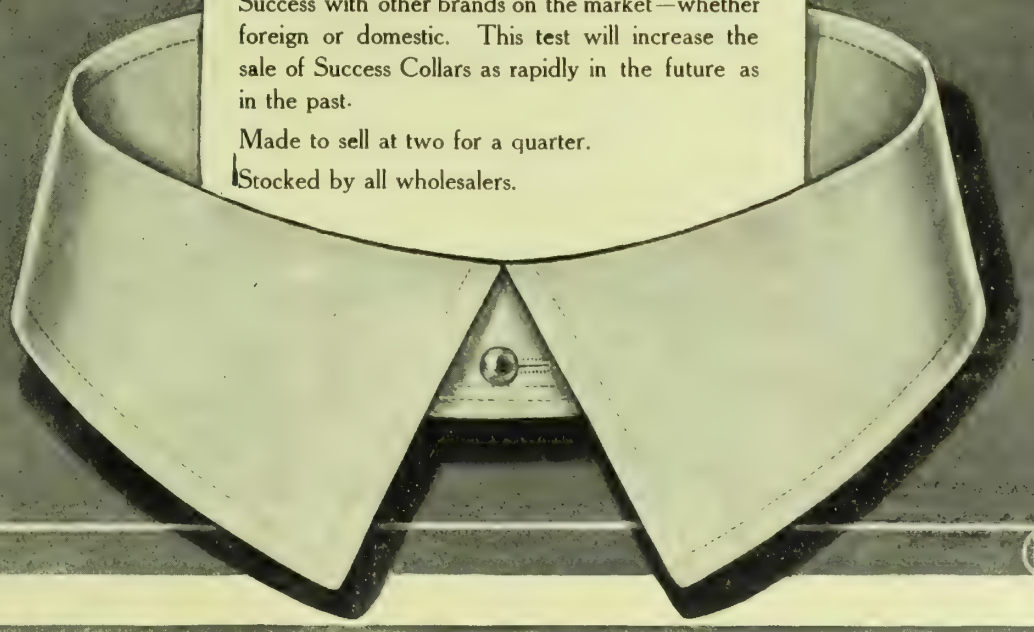
Notwithstanding the heavy advance in cost of materials during the past 18 months, the original quality of Success Collars has been maintained.

Success Collars were the best value on the market when first introduced and to-day Success Collars stand unparalleled. Success have been kept up to the original standard. We have not followed the lead of other manufacturers in lowering quality to compete in price.

We want every Retailer in Canada to compare Success with other brands on the market—whether foreign or domestic. This test will increase the sale of Success Collars as rapidly in the future as in the past.

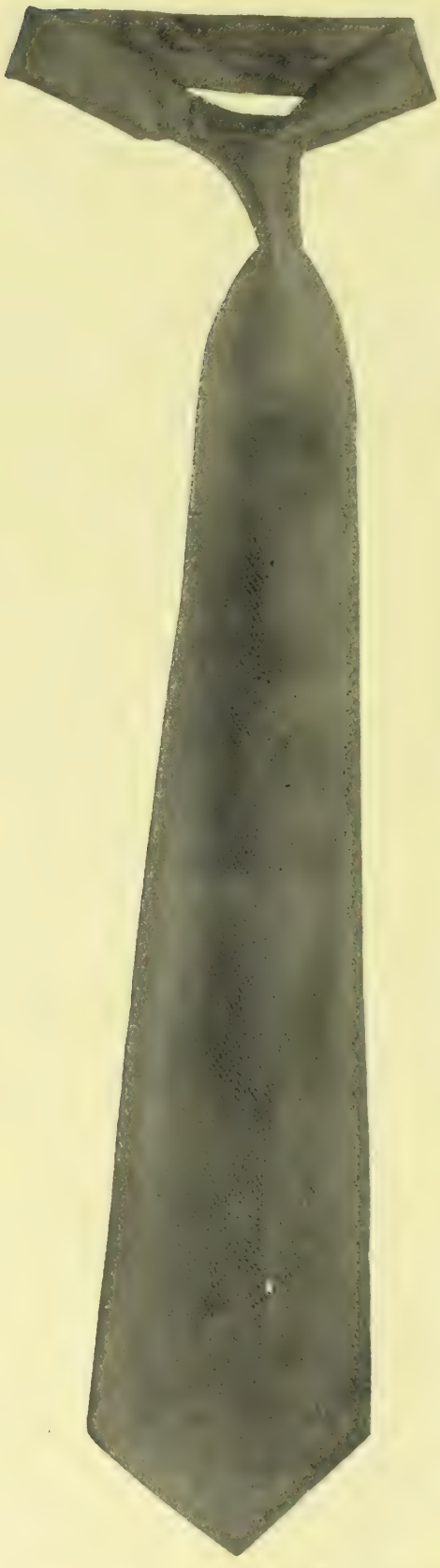
Made to sell at two for a quarter.

Stocked by all wholesalers.



The Canadian Converters Co. Limited.





Tooke

SERGE AVIATOR

FROM LYON.

27 New

PARIS SHADES

The New Easy Adjusted Plain Cloth

The Latest

FRENCH NOVELTY.

Samples of this RICH SATIN WEAVE will be submitted in January, for immediate delivery.

TOOKE BROTHERS LIMITED

MONTREAL

Manufacturers of
SHIRTS, COLLARS, NECKWEAR

Importers of
MEN'S FURNISHINGS

WAREHOUSES: MONTREAL TORONTO WINNIPEG

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

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CHIEF OFFICES:

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Demand for Comeptent Salesmen

HARDLY a week has gone by during the past few months without some evidence that the demand for competent dry goods and men's wear salesmen is far greater than the supply. There appears to be an amplitude of those people who can stand behind a counter and go through the motions necessary to placing an article in the hands of a customer to permit him to look it over himself, without any special effort on the part of the sales person to fasten his interest upon it. There are many so-called salespeople who can show goods which sell themselves, and take the money. The market is glutted with that kind of people, but there are good positions waiting for men who can sell goods in spite of the whims or mistaken prejudices of customers, men whose knowledge of the goods they are handling, and how to handle them, gives the store or department a reputation for educative reliability—that which inspires the confidence in the customer that he or she is buying what is right, when it is wanted, at the right price.

A men's wear dealer said to The Review recently: "On account of the scarcity of salesmen we have to take men who, while declaring that they have been thoroughly trained, don't know how to keep stock, have poor address, fall down entirely when it comes to suggesting to customers, and have plainly mistaken their calling. I noticed one of these men the other day showing a customer a line of heavy overcoats. He did not vary prices, but seemed to hammer away at one value. Finally he came to me and said he could not sell as the customer had no money. Now, I knew, that was absurd, so I went over to the man, and after a little talk, found that he had been attracted by a coat shown in the window, marked a trifle below the figure shown him by the clerk. In no time he had bought one of those coats and paid cash for it. Now that salesman didn't know enough to find out what the customer wanted. When the man talked about having no money, he was merely preparing to escape."

The salesman nowadays who has his eye fastened on success cannot afford to overlook anything that will add to his fund of useful, practical knowledge, or improve his efficiency in any way.

The Merchant and the Public.

MERCHANTS are beginning to wake up to the fact that while, without doubt, a trade depends to large extent upon the demand in their section of the country, much may be done by the use of clever methods to build it up, enhance it, and, finally, expand it out of all recognition. The law of supply and demand works first the other way, too, in many cases. If the inventor had waited for the public to ask for the article, where would any of the great fortunes made from patents have been?

"Get a thing that can be used and advertise it till it is wanted," is the motto of the modern merchant. Old lines yield only a small margin of profit. Novelties, especially exclusive novelties, mean big gains.

Now, this may be all very well for the city merchant, who has widely varied classes of customers on whom to unload, but what about the merchant in the town who knows already what his customers will and what they will not take? Is he to stock high novelties only to see them dwindle and die out? The answer is

that he should stock a sprinkling, making such arrangements that he can at any time get more without delay, and if the thing takes, push it ahead. Someone objects that this makes staple lines slower and ends in loss. But it stands to reason that if a man sells a large quantity of novelty articles at a good profit he can afford to lose a little on regular lines being slow. Besides this, the unusual thing gives his store a name and standing which the staple never could. Persons who do not care for it and would not, themselves, wear it will be struck with the fact that it is new, and come for some regular line to the same store.

This is one side of the question. The other is that the merchant must use common sense. He cannot, for instance, expect to sell an article which is unseasonable, no matter how high style in New York and Paris. Constant complaints of the slowness of the Canadian trade may be traced back to a certain want of judgment, both wholesale and retail. No doubt our people are sometimes slow to grasp some admirable style features. Equally, our firms do not always give them the credit of being one of the best-dressed peoples in the world. For instance, the public generally take on the one side the finest and greatest quantity of furs per capita and on the other, the widest range of mulls and muslins for street wear that could be combined in a merchant's dream of an ideal trade.

Many attempts are made by foreign firms to palm off, what they cannot themselves use, on the public of this continent. Canada, it appears, suffers far less in this regard than does the United States, in spite of the latter's high tariff. Yet even Canadian merchants make mistakes which the simplest study of climatic and social conditions would obviate.

For example, some merchants refuse to consider that our climate is one of extremes, and as a result, show goods only feasible for Spring or Fall wear. Dyed articles which will not stand the sun, or summer goods to which dust will readily adhere, are sometimes imported. Such cases, where failure was certain from the first, tend to balance those where the public has seemed really unappreciative.

No Room for Carelessness.

ONE of those instances which properly come under the heading of "downright carelessness," occurred ehe other day when a merchant whose building was damaged by fire discovered that an important insurance policy had expired some days previously, leaving him comparatively little with which to make good the setback. It is not known whether he received a notice of expiration from the local agent or not. As a general rule, notices of this character are sent out well in advance, and the agent sees to it personally that all pending renewals are well looked after. But in this case, there undoubtedly was carelessness on the part of some person.

It is not an infrequent thing to hear of fires where the loser had neglected to renew, and where notices had been entirely disregarded. The merchant must realize to-day that his insurance man impo'es upon him an insistent obligation. It is not enough to leave it to the insurance man to see that policies are in good shape. In many cases somebody falls down and the merchant wakes up some morning to find that he is a poorer man because he had side-stepped his own responsibilities in the matter of insurance.

There are merchants on the other hand, who annually have their insurance agent thoroughly inspect every floor of their establishment. Nothing is taken for granted in writing up the renewal. The visit of the insurance man is regarded as a time of serious consultation by the merchant. Possible improvements are discussed with a view to obtaining the best posssible rate. The waste paper, for example, may not be well taken care of, where proper receptacles are installed and risk reduced, the rate benefits. The stairways or doors leading from the furnace room may not be so built or placed as to meet with entire approval. It may be possible to make slight improvements at little expense, and again the rate benefits. There may not be anything at hand by which an incipient blaze could be headed off. A few fire buckets throughout the building, ready for use, would again benefit the risk. There are many such points as this which it is possible for a merchant to improve his rating, and in not a few of them the changes prescribed make for an improved building.

The sooner the merchant realizes that his insurance agent owes him a service, and should at all times be available for consultation, the sooner will he see that there is no room for carelessness.

Know When Big Fellow Will Jump.

HOW many merchants have taken the trouble to equip themselves with a means of reference which would inform them as to the particular line of advertising that the large mail order houses are likely to feature for any one month? Doubtless there are many who hastily scan these ads. in the papers which they receive from the cities, but it is safe to say that there are very few who fyle these sheets away for future reference.

One merchant tells The Review that he has copies of mail order house advertising for several years back. He clips the ads. from the daily papers. By referring to these he states that he is able to obtain a fair idea of the system or regular sequence which these ads. represent. He has been enabled to shape the advertising of this store to good advantage at times when he knows the large city stores will undoubtedly come out with a particularly strong appeal to outside shoppers on some certain lines. It has also helped him in his ad.-writing and in his buying—this close perusal of the values made by the large houses—and he has directed many a dollar towards his cash box which might otherwise have gone out of town.

To know something about the other fellow's buying opportunities and the psychology of his advertising policy is to equip one's self with two very important aids to effective merchandising.

Our Factory was Destroyed by Fire---But we will Fill all Spring Orders Promptly

WHILE the fire which destroyed the entire plant of the Deacon Shirt Co., Belleville, on January 7th, has proved a serious loss to us, it will not interfere to any extent with the service to our customers.

Pending the reconstruction of our plant, which will be proceeded with at once. temporary factory premises have been secured, and machinery has already been installed.

At the time of the fire we had a large quantity of material in bond, and this is available for immediate use. Manufacturers, too, from whom we have been heavy buyers in the past, have promised prompt delivery of all goods to replace stock burned.

May we impress upon our customers and the trade generally that we will fill all our Spring orders with little or no delay, and customers will suffer no inconvenience.

The Deacon Shirt Co. are still doing business, and our travellers will soon be on the road with samples of the Deacon lines for Fall 1911.

The Deacon Shirt Co. Belleville, Ont.

Presentation to Mr. Cockburn.

On the occasion of his leaving the services of the W. R. Brock Company, Toronto, A. A. Cockburn, who has for twenty-one years been the manager of the Print and Staples Department, was made the recipient of two unique presentations. On behalf of his former associates in the W. R. Brock Company, Mr. Cockburn was presented with a handsome cabinet of sterling silver numbering eighty-seven pieces. The presentation was made by R. W. Pentecost who expressed, on behalf of the firm and the staff, regret that circumstances took Mr. Cockburn from them. Similar expressions of regret were voiced by Messrs. Smallpiece and Anderson and best wishes were expressed for his future success.

The second presentation and mark of esteem took the form of a banquet given Mr. Cockburn by the salesmen representing The Dominion Textile Company, Montreal Cotton Company and Canadian Cotton Company, three firms from whom Mr. Cockburn in his capacity as buyer for the W. R. Brock Company has purchased large



A. A. COCKBURN

Managing Director Dominion Linen Mfg. Co., to whom two interesting presentations were made

quantities of Canadian cotton goods. He has always been a strong advocate of Canadian manufacturers, and this banquet and presentation was no doubt a recognition of this fact. It was held at McConkey's and Mr. Cockburn was presented with a diamond pin during the course of the evening as well as American beauty roses for Mrs. Cockburn and floral baskets for the children. A. E. Robertson, of the Montreal Cotton Company, was chairman, and T. McQuillan, Toronto manager of Dominion Textile Company, was vice-chairman. In addition to the Toronto salesmen of the three firms mentioned there were representatives from the head offices of each in Montreal. Letters of regret were read from C. B. Gordon, Mr. Howe and D. Morrice of Montreal.

Mr. Cockburn has taken over the duties of his new position as managing director of Dominion Linen Manufacturing Company, Limited. He has established his office at 30 Wellington Street West, Toronto, where sales rooms will also be located.

Deacon Shirt Co. Resume Operations.

The factory of the Deacon Shirt Company, Belleville, was destroyed by fire Jan. 7. The loss on plant and stock is estimated at $50,000, and on building $15,000. Insurance amounts to $50,000. One hundred hands were temporarily thrown out of employment. How the fire originated is not known. It is known positively that at 9.30 the night previous everything appeared safe. The fire was discovered at 4.30 the following morning and at that time smoke and flame were issuing from one of the windows.

The Deacon Shirt Company was organized in 1903 with W. S. Deacon president, and F. S. Deacon, secretary-treasurer. It became one of Belleville's most thriving industries, for Deacon shirts met with a demand from one end of Canada to the other. It speaks well for the progressive energy behind the concern that steps have been immediately taken to overtake the setback caused by the fire. The company will rebuild at once and, in the meantime they are occupying a large part of a newly constructed addition to the Springer Lock Company's building. They had a lot of imported cloths on hand and together with other goods to be shipped after Jan. 1st, they will be in good shape to take care of Spring orders. Manufacturing has already been resumed and the fire will not interfere very much with deliveries for the next season.

Joins the Review Staff.

James L. Maude, formerly with J. C. Turnbull & Co., Peterboro' and later with Madill Bros., Napanee, has joined the staff of the Dry Goods Review. Mr. Maude is a thoroughly schooled dry goods man and an experienced window trimmer, ad. writer, buyer and salesman. He is closely in touch with conditions in the dry goods trade. The Review has always endeavored to give to merchants sound, practical, helpful information upon the many matters pertaining to their business, and Mr. Maude is well equipped to further develop the paper along these lines. He has done good work in the departments with which he has been identified, and will always be available to merchants, salesmen or window trimmers in any case where they may require authoritative information, or when they may feel that some benefit will accrue from consultation or enquiry.

Novelty in Store Architecture.

One doesn't often strike a show window entirely outside the store proper, but this is seen in connection with Geo. W. Sulman's "Beehive" bookstore at Chatham, Ont.

The show window occupies the interior of a corner pillar. When the store was remodelled by the present occupant, a deep entrance was made at the corner, and space was left for a pillar at the extreme corner of the building. Instead of constructing something of brick or stone, a hollow pillar about three feet square running the entire height of the first storey was built. All four sides were fitted with glass, which permits a view of the interior from all directions. The innermost corner is cut off a little, and fitted with sliding panels, which give access to the interior. The inner side of these panels is lined with mirror glass, on each side of which is a row of incandescent bulbs. Thus, the interior of the pillar is well lighted both by day and night. Besides the bottom of the window, which is several feet above the sidewalk, there are two plate glass shelves, thus permitting three displays simultaneously, all within easy view of the public. Small articles show to good advantage. The idea is adaptable to any corner store, though, of course, the occupant should first assure himself that no substantial corner support is needed.

Back Up Store's Reputation

This can Best be Done by Training the Sales Force — Customers Held or Lost by Service Given

No merchant or manager of a department should overlook the importance of training sales people, so that through them the reputation of the house will be maintained and the possibility of complaint from customers reduced to a minimum. W. C. Freeman, in the New York Evening Mail, illustrates the point well in the following story:—

"John C. Wetmore, who is one of the most intense advertising men it has ever been my pleasure to know, went into a shoe store the other day, was waited on politely by a salesman, selected a pair of shoes, and said:

" 'These are all right. I will wear them. Give my old shoes to somebody.'

"The store in question is one of many controlled by a big manufacturing company, which has spent millions of dollars in advertising a $3.50 shoe.

"I will not give the name of this concern, although I am sure it would not object to the use of its name under the circumstances, because I know the men back of it well and I know that they do not approve of the methods employed by this particular salesman who waited on Mr. Wetmore.

"Mr. Wetmore had every reason to believe that he was going to have a pair of $3.50 shoes put on his feet, because that was the only price he knew. When he tendered $10 in payment, he received $5 in change.

"Mr. Wetmore said to the young man:

" 'Now, I want to tell you something, young man. I don't object to paying $5.00 for this pair of shoes, because they suit me, and I have no doubt they are worth the money, but I came in here to buy a $3.50 pair of shoes.

" 'You didn't say to me that you had shoes for $5.00 that possibly I might prefer to the $3.50 ones. You just put the $5.00 pair of shoes on my feet and you thought it was smart salesmanship to sell them to me.

" 'It is mighty poor salesmanship because the first sale is that which must make the most favorable impression on the purchaser so that he will come back again.

" 'I don't mind paying $5.00 for the shoes, but never again put a $5.00 pair of shoes on a man's feet before you ask him the price he wants to pay, and don't tear down the reputation of your house that has cost so many dollars to build up.'

"By this time the manager of the store stepped up and wanted to know the trouble, and when told he said:

"That isn't right at all. We don't do business that way. This young man had no right to put those shoes on your feet without telling you the price beforehand. I apologize. We must maintain our reputation. We cannot afford to be tricksters. You have taught me a lesson that I will impress on every salesman in this store.'

"I am telling this story to illustrate how important it is for the management of a business to train salespeople.

"Advertising can only bring customers to a store—it depends upon the service given whether that customer is retained."

THIS IS THE FIRST of the new mid-month issues of the Review. It devotes itself largely to the Ready-to-wear Department, and it is the confident belief of the editors that every subscriber of this paper will find in this issue a great deal, not only of interest, but of value. The new semi-monthly Review has even in this issue demonstrated that it is filling a place in the Dry Goods trade.

This number, however, does not by any means represent our ideal. The mid-month issues are going to be bigger and better. They are going to help make the Review of greater service to its subscribers and its advertisers.

See announcement on another page about the plans for our February mid-month issue.

Tailored Tub Dresses

Stylish, Exclusive Designs



Made in Chambrays plain, stripes and checks.

Colors:

Light Blue
Blue
Navy
Grey
Pink
Linen

Trimmed with fancy or plain to match.

Perfectly made.

Dressmaker finished.

Suitable for street, house and seaside wear.

Sizes:

Small Women's
Bust,
30, 32, 34.

Women's
Bust,
34 to 42.

Stout Women's
Bust,
36 to 42.
Large hips and waist.

Price $30.00 net dozen

1000 Dozen Ready for March 1st Delivery

Orders will be filled according to time of acceptance. *Wire at once.*

Sample dozens, assorted, sent upon application.

Our Spring samples of Cloth Suits and Coats ready January 21st.

NOVI-MODI COSTUME CO., Limited

302-4-6 CHURCH STREET, TORONTO



READY-TO-WEAR GARMENTS

Dresses and Costumes

Lingeries and Lightweight Materials Dividing Attention—More Variety in Fabric than in Styles.

So successful has been the selling in this department that buyers are sending in nice-sized orders for immediate delivery to sort up and tone up their present stocks and the sale of dresses suitable for evening and dressy wear is keeping the staff in many of the larger stores exceedingly busy. Though lingeries are both shown and sold, this year, dresses of light weight fabrics such as marquisettes, fine voiles and veilings, as well as messalines, foulards, and velvets are dividing the attention of buyers. It is apparent that the sale of this class of garment is meeting with an increasing sale, and more departments are putting in a stock and, in departments where it is not a new feature, more attention is being given to this class of garments for mid-winter selling.

The Spring line with most manufacturers is a very large one and dresses are shown in a wide range of fabrics. As a fact, the fabric list is more varied than the styles.

Simple straight line effects are universal, the waist being the butterfly model or some yoke and sleeve modification with the three-quarter sleeve.

Skirt widths run from 2 yards to two and three quarters and tunic effects formed by the cut or trimming or panels at the front and back with two or four side gores are shown. Designers produce many variations and many new effects on these lines.

Buyers are taken with veiled effects and there promises to be a big sale of marquisettes and fine voiles mounted over messalines and soft bright finished taffeta foundations. Satins, messalines, paillettes, and foulards are the leading silk fabrics. Velveteen dresses have sold well this Fall, and for early selling the combination of velvet and cloth is featured. One dress had the butterfly waist in surplice effect, the crossing accomplished by means of two points fastened with velvet-covered buttons. The outline of the points was marked by a twisted braid, having a fleck of gold in the edge and this braid edged the yoke opening, and the simulated tunic as well as the cloth belt that joined waist and skirt.

The plain straight skirt showed a tunic of the velvet pointed both back and front. This tunic was in reality a deep yoke and the rest of the skirt was of fine face cloth cut in as straight lines as freedom in walking would allow. This combination of velvet with other fabrics is a new idea and one that is favored extensively in Paris at present.

In lingerie lines manufacturers are busy with the designing of the late Summer models. Marquisettes will figure largely. This fabric has met with great favor and manufacturers are finding it difficult to obtain for present delivery. Cotton voiles will also compete with lawns and mulls.

Simple dresses in lawn mull, batistes, voile, cotton foulards and chambrays are selling freely. These dresses are trimmed with embroidery and lace. White predominates, but, black and white effects are big sellers, and navy, blue, pink, mauve, grey and tan are always included in the assortment taken.



This is one of Paul Poiret's models and illustrates the bordered effects which are to be so much used in foulards next Spring. The material of the gown is net, with plain selvedge embroidered in silver. The borders are usually narrow and are used as trimmings.

Courtesy Debenhams (Canada) Limited

GARMENT MODELS FOR THE EARLY SPRING

Straight line effects lead in dresses and costumes, but skirts are wider.

Bolero effects the new feature.

Novelty waists are in surplice effects, with sailor collars.

Marqusettes, voiles and mercerized mulls the lingerie fabrics, and linen Cluny the leading trimming lace.



One-piece dress in combination effect of foulard and messaline, the waist in the new surplice style

Lingerie gown, showing the use of wide embroidery bands as a trimming.



New Models Braid-Trimmed

Features of the New Suit and Skirt Lines —Interest in the Skirt Width—High Class Trade Favor the Narrow Garments.

The first week in January always sees an extensive display of Spring suits by the retail trade in New York for the benefit of customers who go south for the early months of the year.

This display would indicate by its size that buyers are expecting a good business in the suit department.

Many satin suits are shown both in perfectly plain and in more elaborate styles. The plain tailored suits are made with a plain, straight line coat, 24 or 26 ins. long and a gored or semi-circular skirt with no trimming. The dressy models are trimmed with braid, both on the jacket and the skirt. Wide handsome braids are used and the effect is very striking.



Automobile Coat, with High Neck Closing.

Wrap Coat, showing Large Revers and Low Side Closing with three buttons.

Strictly tailored serge suits are shown in navy, white, and in white, navy or black with pencil stripes. White serge and white and black models are trimmed with sailor collars, or with large revers of black satin. Bound button-holes on the slant, as well as braid and cord frogs are the approved fastening. Pongee and linen suits are showing chiefly in white and tan. The majority are plainly tailored, but some models shown are trimmed with braid and embroidery.

Separate skirts and suit skirts differ very little this year, the chief interest centring around the width of the skirt. Buyers doing a high-class trade are favoring the narrower skirts averaging from 2¼ to 2½ yards around the bottom. In popular priced models, no skirt is less than 2½ and many models are wider.

The high waist band is a feature of some of the best of the new skirt models.

Separate skirts are selling in serges, panamas, voiles, and grey mixtures and also in novelty checks in black and white, as well as hair-line stripes. In plain fabrics black is the best seller with navy a close second.

Suits in Better Position

Straight Line Effects the Style Feature—Skirts are Narrow—Many Four and Six-gored Models.

There is every prospect ahead for a better suit season in the coming Spring, and since the turn of the year the manufacturers who make suits their specialty are decidedly better satisfied with the Spring outlook.

Every woman now includes at least one suit in her list of necessary garments, and the majority of women are less inclined than ever to wear a suit that carries with it the brand of a previous season.

Straight line effects are the style feature of the new models, and when moderately developed are not so radical as to necessitate a large amount of introducing on the part of the selling force. On the other hand their presence makes it impossible for a 1910 suit to be mistaken for a 1911 model.

The length of the coat is always an important feature, and the fashion tendency is strongly in favor of the shorter models. So pronounced is this that some bolero effects will be shown by high-class manufacturers, not with the idea of selling many models of this kind but to emphasize the vogue for shorter models. The 26-inch coat seems to be the length most favored, though 22 inch coats are selling, and semi-staples run as long as 28 in.

The collar is an important feature, and every designer seems to have strived to introduce new variations, but as a rule the new collars are wide at the back and narrow towards the front and close rather higher than last year. Many collars are square cut at the back. Generally, the closing shows three buttons of medium size and piped button-holes often on the slant are used. Metal buttons, particularly in silver effects which look well on grey, are much in evidence. Where the suit is trimmed with braid matalasse buttons are used. The popular button has a bomb centre and a wide outer rim. Collars are inlaid and matalasse, moire and satin are used.

The skirts on the new suits are narrow and tight and where pleats are introduced they are placed at the sides of the panels or gores and pressed so flat that they do not show until the wearer moves. Many four and six-gored models are shown and a panel back and front is a very popular effect. Very wide front panels are seen on some skirts. All skirts are cut short in walking length, as the tight skirt is very ungraceful in effect if too long. Widths vary, but as a rule, the city trade is taking a narrower skirt than the buyers in the

smaller centres dare offer to their customers, but 2¼ to 2½ for the city trade, and 2½ to 2¾ in the smaller centres seems to be therule.

Serge is the leading material, and navy serge promises to be a close rival to the mannish mixtures in tweeds and suitings. Fancy black and white plaids, and pencil-striped effects in serges, white on black and blue grounds and black on white, promise to be very much worn. Black and white effects in Shepherd's and fancy checks and in stripes are also prominent in Spring lines. Tan and brown mixtures are having a fair sale.

The novelty material both for suits and separate coats is the new wool-backed satin, but its use of course is necessarily confined to high priced models.

Kimona Model in Waists

It Has Successfully Invaded Lingerie Lines—Leaning Towards Simple Effects—Surplice or Cross-over Styles.

The successful peasant or kimona model has invaded the lingerie lines and promises to repeat there the success it has had in chiffon and silk effects. Designers have produced many variations and effects designed to make the garment more practical for useful wear. In this they have had a very fair measure of success. There is the usual lingerie elaboration formed by the combination of lace, embroidery and tuckings, but the general effect is one of simplicity. The new hand embroidery effects are extensively used and the newest lingerie models are trimmed with a combination of hand-embroidery, linen Cluny and German Valenciennes lace. The effect of the cream tinted Cluny with the white of the rest of the trimmings and materials is very rich and is well liked.

Owing to the limitations in the cut the sleeve in the butterfly waist has to be short. Therefore it is the three-quarter or even shorter sleeve that is put into the majority of the new waists.

Lingerie models approach as nearly as possible the French hand-made waists. The lawn or mull is as sheer and as fine as the price will permit, and the embroideries are of the hand-worked order, while the laces are dainty and varied. Maltese patterns, fine torchons and Cluny effects are combined with Valenciennes embroidery on the majority of waists. The straight sleeve, three-quarter length with the cuff a portion of the trimming scheme, and little if any fullness at the elbow is confirmed as the right sleeve now that the selling season has commenced. This does not apply to tailored waists; there it is the long sleeve with the stiff cuff.

Necks are varied. For present selling the high neck is favored, but for warm weather wear, collarless necks, V and Dutch necks are all showing.

For early Spring and Easter selling many houses are putting out special lines of waist novelties. The general style is much the same, the peasant or butterfly effect is still the leading style idea, but fashion is leaning towards simple effects. Nothing has appeared as yet to take the place of veiled effects and models developed in chiffon are shown in numbers. One of the newest effects is the surplice or cross-over style. One of these models was developed in navy blue messaline. The yoke was of Persian printed chiffon, lined with white and pipings of Persian silk, finished both neck and sleeves, a line of piping edging the yoke and defining the surplice effect both front and back. Another new waist from this line was of white marquisette, lined with messaline, made perfectly plain save for the round yoke of lace, and for the elaborate braided and hand embroidered pattern that covered the front of the blouse.

Chiffon waists for Spring selling are lined with net, lace, Swiss embroidery China silk.

Grey will be one of the leading colors this Spring and a waist of grey chiffon lined with net showed new touches. The small round yoke had a bib effect in front trimmed with a double ruffle if lace to match the yoke and ornamented with a row of silver buttons. The lower half of the net lining had a shaped band trimming of Persian silk, giving a bolero effect to the waist. This bolero effect is gained in many ways, a simple means much favored being the use of a bias fold put on in wide points. This is especially effective in silks.

Braided and embroidered chiffon waists are shown in all colors, but are particularly effective in pale colors. These waists are perfectly simple, the round yoke of lace and the elaborate braiding or embroidery pattern being the only decoration. Black and white and grey and white effects show a new touch in the use of pipings or narrow velvet in bright shades such as King's blue, cerise, fuchsia or emerald. Smart waists are developed in Persian bordered silk mixtures, the waist being draped in such a manner that the border forms the trimming.

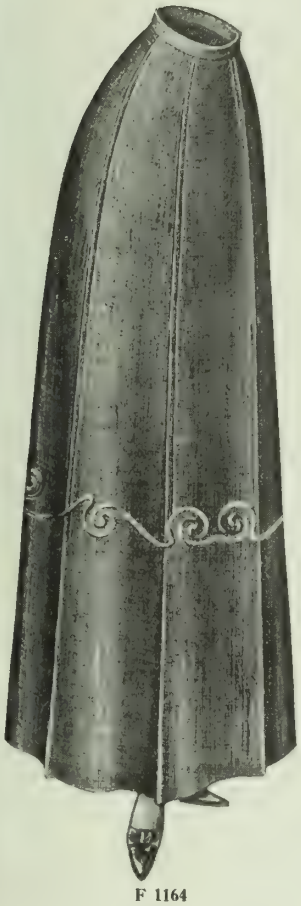


Spring Model in Navy Serge coat showing low side fastening. Wide braid bar trimming on both coat and four-gored skirt

TWO SPRING LEADERS

Now is the time to have your skirt stock ready for Spring Trade.

Our New Range is on the road. Here are two Specials to introduce our line.



F 1164

Black Voile Skirts

They are Garments that pass the criticism of buyers of judgment, and satisfy wearers of taste.

F 1161---Tailored Skirt, as illustrated, made in good Voile, and trimmed with Moire Silk and Buttons.

Special, **$3.75** each.

F 1164---Very Nobby Voile Skirt, as illustrated. Trimmed with the new Bootlace Braiding.

Special, **$3.90** each.



F 1161

We are showing a line for Spring 1911 of Waists, Dresses, Skirts and Petticoats that will command attention of all buyers.

WAIT FOR OUR REPRESENTATIVE.

R. D. Fairbairn Co., Limited

107 SIMCOE STREET, TORONTO

President: RHYS D. FAIRBAIRN Vice-Presidents: F. J. KNIGHT., W. C. CLIFF

Butterfly Styles for Children

Simple Lines in Women's Wear are Easily Adapted to the Immature Figure.

Nowadays the rule is for garments for misses' and children's wear to follow the styles brought out for their elders, but the designers of children's wear may be safely relied upon to perfectly adapt the prevailing style features to the lines of the immature and childish figure. The present simple styles that are ruling for women's wear are easily adaptable, and designers have been particularly happy in dealing with the butterfly or kimona effects so prominently featured in grown-up fashions.

Dainty little butterfly dresses for the small girl are developed in fine zephyr ginghams, and are equally attractive when developed in the waist and shirt dress and in the one-piece model belted in at the waist. Butterfly waists and butterfly yokes, that is, the sleeve or a portion of it and the yoke is cut in one and is joined on to the rest of the waist by a lace or embroidery trimming or a piping or band of contrasting color, and further marked by lines of mercerized soutache braid.

A dainty little dress of this class showed the yoke and sleeves cut in one, the yoke long enough to give a suggestion of bolero cut. This dress was developed in checked zephyr gingham in blue and tan. The square cut Dutch neck and the edge of the sleeve, and the yoke was a two-inch wide embroidery beading run with narrow black velvet. This beading also formed the belt, the skirt being perfectly plain and finished with a wide hem.

An extremely pretty model with the butterfly waist and full skirt was made of tartan plaid zephyr gingham. It should be noted that these high colors and fancy effect are perfectly fast in the wash, owing to the many improvements made in recent years in dyeing and finishing cotton goods.

The trimming was both novel and striking and consisted of blue and red bands of batiste. Bands of the blue about 1½ inches wide went around the neck and sleeves and a wider band formed the belt. These ended in V points decorated with a red button, leaving a four-inch space filled in by a band of blue. This effect is seen in red and blue, blue and white, red and white, and pink and white on many children's and misses' dresses.

Butterfly dresses made upon much the same lines as previously described are prominent in misses' lines. One-piece belted models are also shown in novel effect. One seen was decidedly in military effect having turned-back cuffs and a wide band of blue concealing the fastening from the shoulder to the edge of the skirt. Both the cuffs and this band had military strappings of white soutache in groups finishing under an ivory button. The collarless neck of blue and the belt had also a double row of braid. This style of dress commends itself, by its convenience, as well as its attractive appearance, as it opens up its full length, and is therefore easily laundered Pipings and bands of plain color mercerized cotton soutache, ivory buttons in white and color, covered braided buttons, Swiss embroidery and lace are the trimmings used on the new dresses. Zephyr ginghams in checks and stripes and in fancy effects are decidedly the fashionable fabric for children's wear.

Coats Cut on Straighter Lines.

There is little change in Spring coat styles save that the coat for the coming season is cut upon straighter lines. It does not define the waist so definitely, and it fits closer around the hips and there is no flare or fullness around the hips. The sleeve is generally the plain straight coat sleeve put in with as little fullness as possible at the shoulder. Large revere collars, often cut square at the back and with the low side closing are still good, though some models have the high buttoned over closing. These models are as a rule intended for motor coats.

In wrap models and models built upon more dressy lines black satin is the fabric that is high style and the novelty here is the wool-backed satin. Coats of this class are often cut with the body and sleeve in one and the sleeves are three-quarter length with a wide turn-back cuff. Handsome wide braids are used to trim these coats.

Serge coats are very much favored, white serge is well shown, as well as white with black pencil stripes. Tweeds are developed into motor coats and into coats for street wear, and for later in the season tussah and linen, chiefly in natural and tan shades, will be wanted for wear over the light spring dresses.

The Underskirt Situation Interesting.

The underskirt situation is interesting at the present time. Though the hobble skirt is gone, fashion indications seem to point to the continuance of a narrow skirt, and just how general its acceptance will be is the point that is interesting the skirt maker at present.

For popular selling, manufacturers have been careful not to carry out this feature to any extreme. There has been a pretty general cutting out of superflous fullness, but even this has been done judiciously as in many districts it requires time and education before fashion changes are accepted. Therefore, save for the fact that the flounce is not so full nor so deep, and that shorter lengths are selling there is little change in the Spring models.

Petticoats thus cut will fit under a moderately tight skirt because of the soft finish of the fabrics employed.

Soft bright-finished taffetas are particularly good sellers and both plain and changeable are well represented in the new line.

The selling colors are pearl, steel and taupe grey, emerald, navy, Copenhagen and cadet blue. In changeable white and black, and black and white are particularly good.

In the city trade, where extremes of style are more generally taken up, the tight skirt this Fall has resulted in a decreased sale of petticoats. Just what the spring situation will be is not settled, as the skirt now favored is wider than the one exploited during the Fall.

Manufacturers who make a specialty of novelties have not as yet commenced upon their late spring line, as Easter is late this year. There has, however, been some modified models shown which have made a fair success, and should the demand spring up, others will follow.

One of these shown to the Review had the gored part of the skirt cut longer, and was finished with a scant flounce. Two groups of shirrings placed about four inches apart had tabs of the fabric caught in at each end in the shirred groups. Through the tabs was run a ribbon of the fabric that could be drawn up or lengthened at the pleasure of the wearer.

Another result of the tighter skirt is that petticoats are cut with a higher back, giving a pull from the front breadth that prevents any possibility of the petticoat wrapping over in front when worn under a tight outer skirt.

Apart from the sale of soft finished taffetas before mentioned there is a decided preference for soft satin finished fabrics. Soft finished silk and linen moires are also meeting with favor. In purely cotton fabrics, imitations of taffetas and satins are now produced that are a wonderfully close copy of the silken article.



The Last Word in Skirts

THE EPPO

The Eppo is totally different from any other skirt made, *because the one Eppo size fits all waists.*

The idea is a section of specially prepared gum cured material in the waist band, which makes the skirt fit evenly as soon as the clasps are closed.

The Eppo fits perfectly, without any bunching or fullness—there are no drawstrings, no tapes, no buttons—there are no alterations nor fittings necessary.

The Eppo fits when the snaps close.

Get in touch with your wholesaler now. It is worth a good deal to be first in your district to show this striking new idea—the Eppo.

The

Canadian Converters Co.

Limited

Montreal

D-2



Waist of navy messaline, with simulated bolero of Oriental embroidery and beads.

Waist of black and white striped voile, with trimmings of black satin.



Trouser Skirts of To-day and One Hundred Years Ago

Doucet Model Has Broad Panel Passing Between the Feet — Poiret Introduces Pantaloon Effect by Stitching Up the Band at Foot of Tunic Gown — Scant Skirts Were Worn with Chemise Dresses One Century Ago

Just at the turn of the season; when the trade is looking towards the advent of new styles, is the moment chosen by two of the leading Parisian model houses to launch a trouser-skirt. The houses responsible are Paul Poiret and Doucet.



Opera dress of mother and daughter—1808. These "chemise-dresses" were shaped precisely like the sack chemise. It was of similar material, thin linen lawn or sheer percale.

Two Centuries of Costume

The house of Doucet is a very important one, and has a large following among the fashionable women of Europe and America. This house has always had a reputation for the designing of original creations, and the models they launch are closely watched by garment manufacturers.

It is only during the past few years that much has been heard of Paul Poiret, but he is known to be a daring originator of new modes. To his great talent for designing and supreme artistic taste, he seems to add a facility for arresting and drawing attention to the models he shows that goes far to win for them that general adoption that spells both fame and shekels.

Paul Poiret was the couturier who held the historic reception in Downing Street, London, that called down the wrath of the West End drapers and dressmakers upon the present Prime Minister of England.

Recently he has been in Berlin showing gowns to the Empress of Germany and the ladies of her court. It is said that the dress reform movement in that country is somewhat responsible for the advent of the new trouser skirt.

The Doucet model illustrated has a broad panel of material caught in with the waist-band and brought down between the feet and up again over the gown, forming a corresponding panel at the back of the skirt. The skirt flows free at the sides, and the effect is somewhat that of a very full Turkish trouser.



The Poiret trouser-skirt. His gown is the usual tunic gown down to the broad band at the foot, which is divided and stitched up the middle.

A trouser skirt by Doucet. The broad band of material that hangs from the waist band is brought between the feet and up over the gown at the back.

From sketches published by John Wanamaker, New York

The Poiret model is much more original. It is the usual tunic gown with a broad band at the foot, and this band is divided and stitched up in the middle.

With this model is worn an Eastern looking pelisse of mousseline de soie, the trimming of which is unusual. The edges of this garment are ornamented with two bands of fur, put on close together, the outer one being of black fur and the inner one white.

The Egyptine Underskirt
Advertisement No. 5.

The Question of Value



Egyptine Underskirts represent the BEST VALUE of any silk mixture on the market.

The material is GUARANTEED to us—we guarantee every garment to you with this guarantee label:

EGYPTINE

The value is in the MATERIAL, in the wearing quality of the goods.

Egyptine has all the rich rustle of pure silk, but wears three times as long.

Egyptines look well, wear well, hold their shape and are guaranteed satisfactory.

Value for Value, Egyptines are beyond comparison. Be sure of this label on the band:

EGYPTINE

The Canadian Converters' Co. Limited.

Montreal

Trouser Dress Century Old.

Though the influence of a dress reform society may have had something to do with the advent of the new skirt at this moment, and though the movement for the advance of women may give it point, it is altogether likely the fact that the trouser dress played a part in women's fashions one hundred years ago has had influence with these French designers.



Evening dress, 1811. Long pink satin trousers to the ankle are edged with three ruches of white and pink. Over these, reaching only to the knee, a scant, pink satin "chemise-dress," short, edged with the same ruches.

Two Centuries of Dress.

Just one hundred years ago Napoleon Bonaparte was at the height of his power—it was in March, 1810, that he was married to Maria Louise of Austria. It was to his Egyptian and Syrian campaign that he owed his elevation to the rank of Consul, which paved the way to his advancement to the higher dignity of Emperor. The high-waisted classic adaptations from Greek and Roman sources known as Empire styles, had been worn for some time then, and it was easy to flatter the rising sun by giving an Oriental note to the prevailing mode.

From an old French fashion plate dated 1808 is taken the illustration of a mother and daughter in the latest mode in opera gowns. This gown is called a chemise gown and is of sheer India muslin with flounces of lace. Full Turkish trousers of the same fabric gathered at the ankles appear below the short scant skirt.

That this fashion was by no means a passing freak but one that lasted for some time is shown by the second illustration, taken from the same source. It is interesting because it is for 1811—the corresponding year in the last century to the one just entered upon.

It is an evening gown of pale pink satin and is also called a chemise gown, though to the eye of the present day it looks more like some freak pyjama arrangement. The trousers are of the satin and the dress is trimmed with ruffles of lace and satin.

Probable Adaptations.

The real interest to the trade of this new fashion lies in the styles tendencies that may develop from it. From the experience gained in recent seasons when the Paris designers have put out daring and eccentric modes such as the slashed Directoire skirt and the Moyen Age long-waisted models, it is not the mode itself that counts. It is the adaptations that are made from it in order to bring the idea down to a practical selling basis.

More than all these is the advertising value of an idea so startling that it arouses the interest of the press and the people. Shrewd merchants have in the past made much of these fads from an advertising standpoint and no doubt will welcome and make much of this new feature.

Mannish Cloths in Raincoats

Fawn and Reseda Leading Shades in all but the Rubberized Coats — Little Decoration in Spring Lines.

A raincoat is an all important item in a spring wardrobe, and also one which demands attention even before the Spring girl begins to think of her Easter costume. That must wait until Easter, to be worn, but raincoat weather often springs surprises on her very much earlier in the season than Easter.

There is very little difference of style promised between the raincoats of last season and those which will be in vogue during the coming Spring and Summer. The same fabrics will be in favor and the same general outline followed.

Mannish cloths will rule the day. Paramattas, cantons and coverts will all come in for their share of attention. Cravenettes will be worn somewhat more freely than last year. Judging by early orders gabardines and rosebarrys, the former a fine wearing covert effect, the latter a closely woven mercerised and especially good wearing material, will have a leading place in raincoat fabrics for the coming trade.

Fawn and reseda will be the leading shades in all except the rubberized coats, the latter being shown in all the season's most fashionable shades. Fifty-two to fifty-four inches, or full length, will be a rule pretty generally followed.

Every feature of these new raincoats points to mannish effects. The general cut is on mannish lines, calling for little decoration, except stitching, and little that is unnecessary of that. The sleeves are mannish, plain and smooth fitting, with tailored cuffs, when cuffs are used. The collars are almost exclusively the double-band motoring collars, fitting closely about the throat.

A few fancy styles in raincoats will be worn, as is always the case, but these will be in a small minority.

There will be pockets on most of the coats, in either square or slash styles, both of which will be fashionable.



One-piece dress of black and white striped taffeta, the waist in kimona style, trimmed with black braid and black lace.

Make These Lines Your Leaders



Tailored Kaybro Waists

Trade Mark Kaybro Reg'd Silk Waists

in twenty-three different fashionable shades of silk, including the much-favored shot effects.

THIS IS A BRAND NEW LINE—TRAVELERS ARE NOW OUT WITH SAMPLES.

These waists embody all the latest style features, and each one in the range possesses a distinctiveness of design that will prove irresistible to your women customers.

The "Kaybro" line of Tailored Waists will certainly add materially to the popularity and success of your ready-to-wear department.

Trade Mark Kaybro Reg'd Petticoats

THE FORM FITTE

PATENTED AUG. 31, 1909

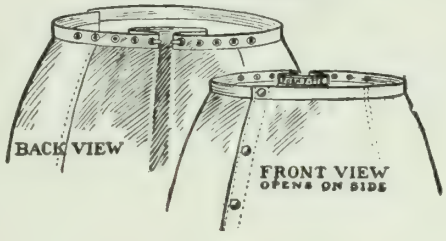
The one Perfect-fitting Petticoat

The one petticoat that cannot bunch up at the waist—see the cut on this page—it explains itself; no elastic; no drawstrings; no opening at the back. Note the flat, narrow waistband and the new method of adjustment that prevents all bunching. Every dressy woman is interested in the "Form Fitte."

THE FORM FITTE

PATENT APPLIED FOR

PETTICOAT





It is made in Silk, Silk Moire, Kaybrotaff, Princess Taffeta, British Taffeta, Sateen. The silk lines come in 23 different shades, including all the leading fashionable shades of to-day. Cotton lines come in Navy, Greens, Browns and Greys.

Kaybrotaff—Special

This material is the very latest development in the treatment of cotton fabric. Whilst having the lustre of silk, its finish is absolutely permanent and every garment is guaranteed to retain the crispness and swish of silk, while it is far more desirable, and the finish is guaranteed to be unaffected by atmospheric changes.



McKAY BROS., Limited

1129-31 QUEEN STREET WEST, TORONTO, CANADA

THE NEW YORK MARKETS

Still the Straight Line Effect

New York Retailers Making Big Display of Spring Suits in Satin Serges, Tussahs and Linens.

(Staff Correspondence)

Office of The Dry Goods Review,
160 Broadway, New York.

MANUFACTURERS are preparing for an extensive sale of dresses and costumes for the coming Spring season. The straight line effects adopted for the late Fall and Winter models is still the leading style feature..

Manufacturers have, however, made the skirts of the new models a little fuller, as many buyers made objections to the extremely narrow skirts, as they found the majority of their customers would not accept them. The skirts on Spring models measure from two yards up to two and one-half.

Tunics are general, and are shown in both long and shorter effects. The long tunics are straight around, and are finished with a wide band of lace or several rows of trimming. This tunic effect is often simulated by a fold of silk or material. Many of these long tunics are developed in bordered fabrics and a very new idea is to edge them with ball fringe, and this fringe often appears as a sleeve finish.

The shorter tunics are more of a yoke finish to the skirt. This is a very favored effect when the material of the dress is one of the new pencil-striped messalines, foulards or paillettes. The yoke tunic is made with the stripes running across and is often in a slightly pointed effect at the sides and is edged with a fold of the goods running in the opposite direction. The skirt is pleated in scant pleats and is stitched to the tunic yoke, and has a wide horizontal band of the silk at the foot.

This yoke tunic, outlined with a wide embroidery band trimming and with a flounce stitched on below to complete the skirt, is a frequent feature in lingerie lines.

Many of the later novelties show bolero effects, and another Paris idea, in process of being worked out, is the use of the peplum extention below the waist line. This effect is applied to the high waisted Empire models and appears as a scant frill headed with a cord girdle having tasselled ends.

Bolero Effect in Lingerie Models.

Beautiful lingerie models are making their appearance and many of them show this bolero effect developed in the new Vandyked Swiss embroidery or lace trimmings. The new waists are cut with the yoke and sleeves in one, and this yoke is either of heavy lace or of lace and embroidery medallions put together with sections of fine pin tuckings in net or mull. The embroideries used closely simulate hand-work and are in Madeira and heavy padded blind work. Linen Cluny lace is decidedly the fashionable lace.

Wide Vandyked embroideries form the bolero effect, and the material finely tucked simulates the short waist under the bolero. Short simulated tunics are formed by bands of embroidery or tucks broken by large motifs and wide band embroideries are used to trim the edge of the skirt.

Often the bolero and the motifs for the tunic are obtained by cutting the embroidery trimming of the edge of the deep flounce. The missing part is then filled in with sections of tuckings, put in with a narrow lace, and the wide embroidery band forms the trimming below. A new note is the edging of the V neck, the elbow sleeves and the bottom of the skirt with bands of chiffon forming a straight hem finish. Black chiffon is very much used as black and white is decidedly the leading color combination.

Heavy Venise laces are brought into requisition in the development of lingerie gowns. High-priced models are shown in this lace combined with hand-embroidery worked on the sheerest of handkerchief linen, batiste or silk mull. The lines are much the same as those previously described—that is the yoke and sleeves are in one and the embroidery simulates the bolero and wide shaped panels, bandings and motifs give a tunic effect to the skirt. There is a tendency quite in line with Paris styles to give a divided effect at the sides to the tunic by the use of bandings and panels.

Many new models are developed in fine chiffon or marquisette over a messaline foundation. A trimming very much favored is a fine cord embroidery that gives the effect of the porcelain bead trimming now so widely favored. Marquisettes are shown with heavy floral embroideries in Persian colors, and also in the fashionable black and white effects. These come in flouncings and bandings.

Another idea is the combining of two colors of the one fabric in the one gown, thus a voile dress was of black and white over a white silk foundation. The overskirt and the waist was of the white voile, while the sleeves and bolero yoke cut in one and the flounce that finished the skirt was of the black voile. The trimming lace was of black and white. This same idea was also shown developed in blue and white.

Surplice Effect in Waists

Large, Square Collar Styles—Bright Red and Coral Shaded Trimmings—Lace Embroidery Motifs on Lingerie Models.

Waists to match the suit are still high style and veiled waists are just as fashionable as ever, the only difference being that, instead of taffetas and satins, nets, printed mulls, Jap silks, laces, and Swiss embroideries are used for the under fabric. Persian effects in one color are used on many waists.

There is really more novelty in these waists than the description of fabrics would lead one to suppose, for though the materials are similar, new touches are added.

Surplice or cross-over fronts with large square collar effects at the back are the newest feature and these collars are often made of lace covered with the veiling fabric.

Though the beaded effects so popular in the Fall are repeated in Spring lines, cord embroideries and French knot patterns that give the beaded effect are much newer.

A decidedly new touch is the appearance of bright red and coral shaded trimmings on waists of the darker shades of color.

These trimming touches show in buttons, cordings and pipings and form very striking effects.

A new feature in the voile and marquisette models is the combination of colored voiles with white in producing trimming effects. This can be safely done, as the new voiles are fast color and are said to wash as well as the white fabric.

A CANADIAN STYLES NUMBER

The February 15th issue of the Review will be a big **Canadian Styles Number.**

Canadian women are demanding — and getting — garments conforming to the rapidly crystallizing sentiment of "Candian styles for Canadian women."

What are the features of the Canadian styles for the approaching season?

In the February 15th issue of the Review you will be told. It will be illustrated with cuts of garments turned out in Canadian factories, the work of Canadian designers, and to be worn by Canadian women.

This is a subject in which every Canadian dry goods merchant is bound to be interested. It is something that vitally affects him.

If there is a standard of Canadian styles he wants to know about it, and his customers want to know just what that standard is.

This information will be given in the February 15th issue of the Review, and this will be the first serious attempt to set before Canadian dry goods merchants the **facts about Canadian styles.**

This announcement is of great importance to every Canadian retailer and manufacturer.

Canadian Styles Number of the Dry Goods Review, Out February 15th.

WASH BELTS



For this Spring's business we have got together possibly the largest and most exclusive range procurable.

These illustrations are from our range of fine Swiss Embroidery Belts. They all have pearl buckles and some of them are lined.

Our splendid connection with the embroidery markets of St. Gall and greatly increased facilities enable us to specialize in this line.

Our present range, of which three samples are shown above, sells from **$22.00** per gross up.

See salesmen or write us

LADIES' WEAR LIMITED

84 Wellington Street W. - - - - - TORONTO

F. P. EVANS, President W. F. GOFORTH, Vice-President

DRESS ACCESSORIES AND NECKWEAR

Collars, Jabots and Bows

The Long Jabot the Feature at Present—New Ideas Make Fancy Lines Practicable for Washing Articles.

THE long jabot is the feature of the Spring neckwear. Whatever the kind of collar, in which considerable diversity is seen, the jabot will be universally wanted, and the trade may rely upon it.

While there is considerable variety in shape, including the square, the two-peaked pleated, which the public still clings to, the cascade and the double and triple pleated styles, the long jabot, quite narrow and at most only medium width, with trimmings of lace or silk, is



Novelty Dutch Collar, with Venise Edge—Shown by Flett-Lowndes & Co., Limited, Toronto.

the best and newest. This model comes in net, trimmed in lace and in lingerie in all fancy styles of embroidery, including the latter mixed with lace. Maltese edgings are seen in high-class numbers, as also is Guipure and Point Venise.

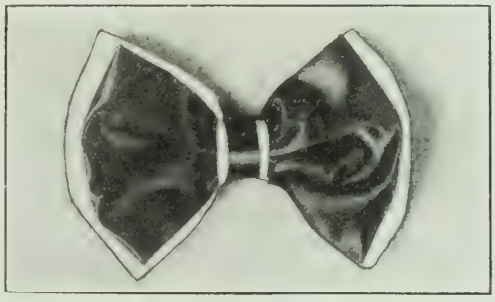
Dutch collars now appear in lingerie for Spring selling, with jabot attached in many numbers. All the laces mentioned above are favorites for trimming, valenciennes being of course the staple. Sailor shapes of considerable size and flare are often seen.

The high novelty in the Dutch collar for Spring is the use of lace and embroidery woven together, one motif to a collar. This makes an article which is handsome enough for wear over silk or velvet, while washable at the same time. In the finest specimens, only a medium of linen lawn next the band is plain; sometimes the motif runs up to the band in points.

Collars are seen in Vandyke points, mostly somewhat modified, and selling chiefly as a high class novelty.

All Dutch collars in lingerie are fairly well set up on the neck, only the all-lace ones being quite flat.

One feature which the retailer will welcome in the articles now being put out for Spring trade is the washability of those numbers which are obviously destined to the tub. Little devices for holding pleats in place will be found on many numbers which at first do not appear



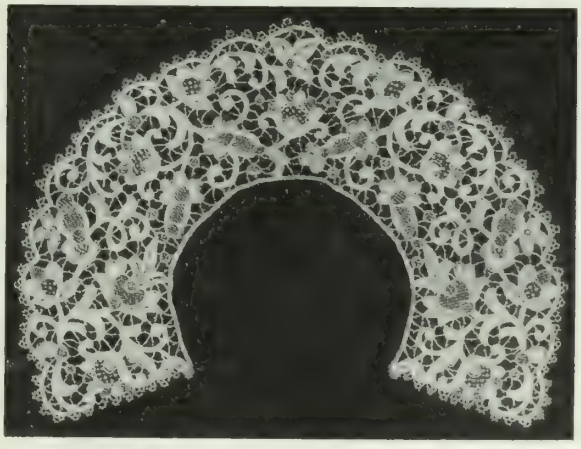
Black and White Bow—Shown by Forth, Potter & Co., Toronto.

washable. These should be snapped up, and their washable quality advertised in selling, as they frequently are both dressy and practical.

Regular lines of stock collars, mostly of net, silk-trimmed, show black and white combinations, touches of check and stripe trimming, braidings on net, very neat and plain, and widow's ruchings or plain satin fold at the throat. Ecru is much seen, and occasionally a glint of red appears, but on the whole, the effect is tailored. Dressy numbers differ chiefly in point of coloring, with perhaps a fuller, lacier jabot, but of very fussy collars there is not much sign.

Bows for Dutch collars are made of velvet or satin with edge either of contrasting material or color; they are flat, of no great depth but considerable span and will be worn with the bolero pin.

Tailored collars, both the stiff and neglige models, will have small bows of satin with peaks or in butterfly



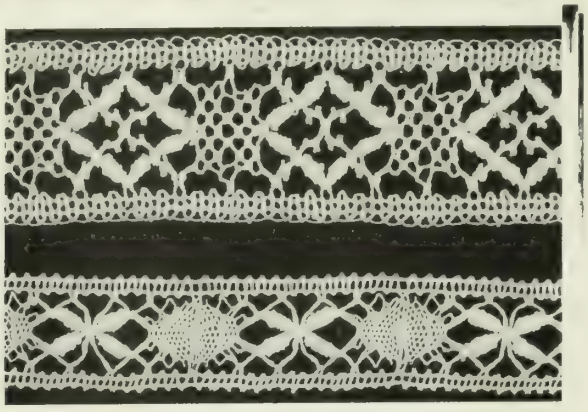
Real Venise Lace Collar—Shown by the Sterling Lace and Novelty Co., Toronto.

shape. Many 'abots will be worn with tailored collars. Bows are, at present, chiefly black and white,—Shepherd's check, or stripe of black and white, or a touch of color being used to trim

Embroideries and Laces

Combination Lace and Embroidery Effects the Feature of New All-overs, Flouncings and Bandings — Laces Favored are Guipure, Venise and Maltese.

Wash bandings, all-overs and flouncings are showing now in great quantity for the making-up trade and for retailing. The new feature in these lines is the combination of lace effects with embroidery. Guipure and Irish laces are favorite for this purpose, and several sorts had insets of filet lace, worked in in the same way.

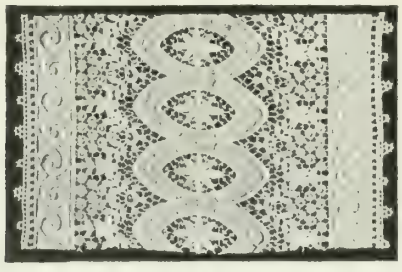


Handmade Linen Cluny Laces, imported by the lingerie waist department of Ladies' Wear Limited, Toronto.

Lingerie dresses will be seen with these bandings in varying widths, used in conjunction with all-overs, with embroidered flouncing or used with the mull alone.

Every variety of white embroidered goods shows the same tendency to combination of lace and embroidery. Much of the lace is worked in in points, these being specially noticeable in the new Vandyke collar, berthe and blouse front.

While the general effect is of great richness and weight when the patterns are looked into, the designs are seen to be small and dainty.



6-Inch Novelty Embroidery Band — Shown by Flett-Lowndes & Co., Limited, Toronto.

Bandings will probably be most in demand in widths of from five to eight inches. Ordinary imitations of guipure edging run from 4 cents a yard up—the five to eight inch sizes in fair grade coming higher in proportion.

Scalloped Hems, New Waistings

Lingerie dresses will be turned out by many factories and everywhere asked for by the public with scalloped embroidered lower edge or flouncing, but a newer line shows a hem of plain material beneath the elaboration of the embroidery, which is frequently seen in tunic effect.

The newest net waists which will be made up and retailed at five dollars or thereabouts show various trimming designs devised to give diversity from the five stripes of embroidery so much in use of recent seasons. The whole front is embroidered with a single motif, including lace, usually Irish or Guipure. This may be either lengthwise or crosswise, in medallion effect, or it may tend to outline a round or square yoke. Devices are seen specially arranged for the cutting of blouse and sleeve in one piece, peasant fashion. Nets are very fine, and dainty all-overs appear for blouses and yokes.

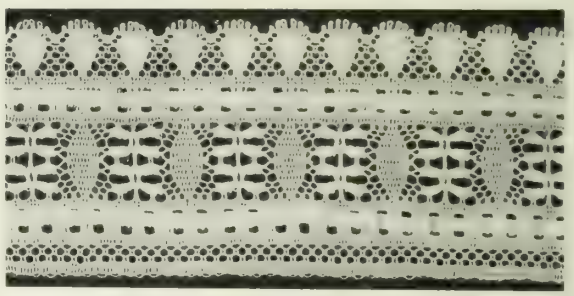
The Laces in Vogue

Besides Guipure, Irish and Point de Venise, the ever popular Valenciennes, and the Maltese laces, a general tendency towards filet mesh and lace seems observable in all lines. New designs for both insertions and edgings are seen, and the filet mesh is widely in use for next season's bandings in color.

Medallions and Vandyke Points

A very noticeable feature of the moment is the introduction of medallions, both for use singly as a blouse trimming, and by the yard on skirts or as shoulder trimming. The larger motifs come singly, the smaller by the yard. All are being taken by the making-up trade. Varied shapes and sizes appeared.

Vandyke points, very deep, were intended for use down the front of the waist, in effect not unlike the cascade



Torchon Lace with Beading Woven in and Draw Strings ready threaded — Shown by Spitzer Bros. & Co., Toronto.

jabot, though, of course, laid on flat. Both the one-sided and the double trimming effect would be used.

New Veilings and Scarfs

Spring Brings Out Daintier Shades—Magpie Veilings Coming in in Quantities—Medium Meshes in Staple Patterns Hold Public Favor.

Motor scarfs are now appearing in lighter shades, anticipating warm weather sales. Several new shades may be looked for, including Parma violet and coronation blue. All the scarfs in fancy lines now look toward the summer trade, and washable numbers will be in order. A big trade is expected in these lines which have now become staple. Spring should see special sales arranged in waterproof lines.

Veilings are still in demand along the more staple lines, small mesh and delicate threads being preferred. Still, a certain demand, chiefly metropolitan, lies with the striking, lacy patterns of the conspicuous meshes. Many black and white combinations are now on the market, mostly in regulation style mesh, square diagonal with tiny dot of black. The use of a very brilliant, lustrous white silk in a tone verging on oyster gives a touch of novelty to the exportation of a notable French firm.

Dress
Trimmings

Laces

Embroideries

Buttons



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TORONTO

Black and White Effects

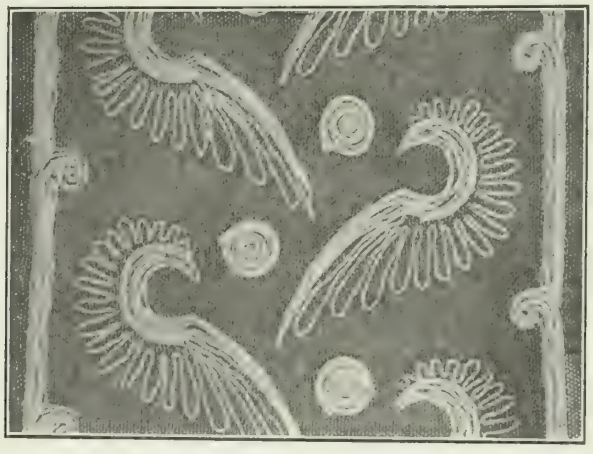
Another new feature consisted of a very open black diagonal in filing taread over a separate mesh of thinnest, white silk Brussels net, the two held together by the combination black and white dot at the corners of the diagonal mesh. This is an inconspicuous and modest, but pretty member of the double mesh family, far more practical and likely to succeed than the showier specimens.

Spider-web meshes are still leading the novelty lines, though greatly modified and of daintier, smaller patterns than formerly.

New Trimmings and Braids

Wide Bandings Break Outline of New Narrow, Straight Skirt—Showy Effects in White or Black Cashmere Net.

All novelty lines of wide band trimmings create interest as they appear, for there is no doubt but that Spring will show them in greater use than ever. The present day skirt being both narrow and with perfectly straight falling lines, is quite impossible, save in most strictly tailored numbers, and frequently even then without a break of some sort. This break is supplied by the wide band of braid or other trimming. As colors are dark, and violent contrasts, save in the case of black and white are not courted, this has led to the introduction of the "old" metal shades in preference to the brilliant, and of the Persian shadings, which, however, are fully expected to stand aside in favor of black and white, and light Dresden combinations for Spring. At present, the weight of the trade is with the magpie effect.



Banding of White Cordella Braid on Black — Shown by The Canada Veiling Co., Ltd., Toronto.

These black and white bandings are scarcely to be classed with embroidered nets of the floral type, though cashmere netting is usually their foundation. Patterns tend to be showy and of the darned-in type, white Cordella (a very fine braid, almost a thread), showing up well on the black in wheel, mercury wing and other striking designs, among which many are directly classical in origin and others Oriental. Wood fibre is a favorite medium of embroidery. It has a lustre superior to that of silk and is sufficiently durable to outlast any modern fashion. In all black embroidered bandings, the best appearing and newest were of the fibre.

A novelty which should be much in demand right up till Summer opens was a black net banding very heavily appliqued with velvet, embroidered on, and in fancy design also, and with touches of gold and silver, tarnished and dull. This is really goods designed for next Fall trade, but orders have been placed for it for use on the Spring velvets.

Imitation of White Porcelain Beading.

Owing to the good reception with which white porcelain beadings began the season, there now appear imitations of these in bandings and all-overs. On black net the effect is particularly good, embroidery of white wood silk well representing the beadings. On colors and in white, this type is also to be seen, and is promised a fine run owing to its reasonable price and effectiveness.

Filet net forms a foundation for many of the newest laces and trimmings, and is specially favored for certain new designs not unlike the stitches which one sees on the scrim samplers of the past.

So far, Spring lines cannot be said to show much colors of any sort, though touches of Dresden shades, (Pompadour), are the books for future selling. The more striking thing is the cropping up every here and there of a little touch of bright red, on ecru and in piping, bandings, and dots.

Jewelled and Beaded Motifs.

For evening and dressy wear, fashion continues to favor all sorts of beaded, sequined and jewelled effects. In goods by the yard, designed for use in making tunics and scarves, dew-spotted chiffons, nets and chiffons, steel spotted, and patterned effects in tiny sequins in new metallic shades are specially good. There are also seen all-over metallic embroideries, open-work fabric entirely composed of strung beads and fancies on mixed metallic ground. Black with porcelain beading continues much favored. New nets are seen with spangles in crescent and other fancy shapes. Tinseled scarves were another novelty.

Fancy medallion-like trimmings for bodices show pearls in all shades mixed with the flashing jewels. Patterns are very showy, not a few of the medium-sized Persian motifs showing in light colors. Bugles are much used. Touches of color that are specially favored are coral, turquoise and amethyst. Beaded and jewelled bandings stand high in favor as ever.

Bolero Novelty

A novelty consists of the Bolero jacket, which is now coming back into favor, in style as above, for evening wear solely. The winter that is passing has seen a record sale of fancy evening accessories, notably of jewelled, sequined or beaded tunics, many of which showed the popular white beads on marquisette or net. These tunics will be good for evening wear throughout the coming season. Steel upon black will also survive, in all likelihood, well on to next Fall if not later, owing to the black and white rage.

Wide Braids for Skirts and Suits

Wide braids in black, in plain and fancy weaves and wide widths, continue solid in public favor, and the new tailored suits will be trimmed with them as Spring opens. Colors will be seen in the wide braids, but black remains a favorite. Fancy weaves include the ribbon woven in, and plain diamond plane proved one of last season's best sellers, registering many advance orders for the Spring. Some manufacturers are making these wide braids their chief praduct, so great is the demand throughout the country.

The Wash Belt

A particularly interesting line of fine linen and lawn goods embroidered in the daintiest designs is now being turned into wash belts as fast as the manufacturers can get them out. In the dearth of any specially exciting feature in the belt situation since suedes came in a couple of months ago, these new belts are sure to catch public fancy. They are dainty, durable and in greater variety than ever before, and the prices will be right, as they are priced to sell from twenty-five to fifty cents. Buckles of linen or lawn covered in more repansive specimens, others of pearl.

Popular Ruchings

Widow's ruching and very narrow ruches of chiffon or net, backed by a satin fold, are now the important selling line. Satin folds are also used alone, or with very fine cordings. Frequently black and white are combined in the same ruche or in a double fold ruching. Small, puritan looking styles prevail in this department, emphasis being upon white.

Whitewear of Sheer Material

Lawn, Nainsook and Mercerized Mull Being Used for Better Garments — French Embroidered Lines.

The tendency in white-wear is still towards the use of sheer materials, lawn, nainsook, and mercerized mull being used for the better garments, while fine cottons are used for the cheaper grades only. Dainty trimming effects of good quality and with less elaboration is the idea towards which manufacturers have been working for a decade. This means that not only does the whitewear offered now present a more attractive appearance, but it both wears and launders better than it used to do.

Canadian makers as a rule have been exceedingly jealous of their reputation for producing well-made, well-finished goods, and to this guarding of their reputations is due in a great measure the great progress that the industry has made.

High-priced lingerie is elaborately trimmed, but the quality has not been sacrificed to price, and a great portion of the attractiveness is due to the filmy fabrics and beautiful, high-grade laces and embroideries used in producing these garments.

Lace and embroidery combined trim the greater number of lingerie garments, simply because the best effects can be obtained by combining two trimmings. Blind eyelet and lace effects lead in embroideries.

As in the past, few seasons' designers are not confining themselves to the use of Valenciennes alone, but are using Maltese, Torchons and Clunys with good effect. Wide and narrow beadings, medallions and motifs are freely used.

Not all the French embroidered underwear shown now is hand-worked—that is, needle-worked—for both sprigging and scalloping can be done by machine and in a manner that so closely imitates the real hand embroidery that only an expert can tell them apart.

If present plans prosper the trade will soon be able to buy garments embroidered in the French manner combined with the distinctive cut that suits the Canadian trade. These garments will, of course, be made by machine, but in appearance and essentials will have the appearance of the imported garment.

A feature of the whitewear sales so far has been the big demand for princess slips. Princess slips and combination garments are ready sellers.

The Corset and the Figure

If Customers Wore Perfectly Fitted Corsets Fewer Alterations in Garments Would be Called For.

Many merchants do not clearly recognize the intimate connection that exists between the ready-to-wear department and that devoted to corsets. The fact that the corset is the foundation of the figure, apparently escapes notice. It is most true, however, that of every customer that bought garments wore a new style perfectly cut, and perfectly fitted corset, alterations would not be half the number, and the changes to be made would be trifling.

When there is a change in corset styles the garment manufacturers discard their old figures, and fit over the new one, and all patterns are cut to the new shape. Though the new garments are cut to the latest models, there are many corset departments that do not put in these shapes until the customers insist upon having them. Meanwhile the customer who is not wise is making work for the alteration department. If the average of alterations in the garment department is higher than it ought to be, the merchant should not blame the manufacturer until he has investigated the state of things in the corset department. If the corset department is doing its duty by the store, it is introducing the new models to its customers, not waiting for the customer to introduce them to the department.

Palatial Houses of Paresian Designers

The establishments of the leading Paris firms are magnificently housed. Two of them, Beer and Martial & Amand occupy noble mansions of the time of Louis XIV and the interior fittings are in keeping with the palatial aspect of the exterior.

Paul Poiret in many respects the most remarkable figure among Parisian costumiers has a handsome mansion in the Ave. d'Antin, notable for the Persian carpet flower bed in front of it. The interior has been recently decorated in accordance with the Poiret taste for rich coloring. The entrance hall and staircase are Egyptian and one noted room is in Pompean red.

Though established a number of years it is only during the last two or three years that Paul Poiret has come to the front. His creations are often eccentric but he is a master in the art of using color, and the styles he has put out for the past season have been wonderfully successful.

Since M. Beer's death an English corporation have acquired control, retaining of course the staff of designers and salespeople. Redfern is an English house, the resident and managing director being Pointer Redfern. Since the death of her husband about two years ago, Madame Paquin has taken charge of the establishment on the Rue de la Paix. Doucet is located on the same street, the dressmaking establishment being on the ground floor, the street floor being devoted to two shops, one for selling high class men's furnishings, and the other waists, petticoats, negligees, neckwear, parasols and laces.

Drecoll's now belongs to an Austrian firm and its models are very well known on this side of the Atlantic. Another house that does a big American business is Bernard's. New York garment manufacturers and drygoods houses buy largely from this firm. The house of Cheruit is managed by Madame Cheruit who took over the business a few years ago from the Raudnitz sisters.

The most celebrated maker of coats and wraps in Paris is Drukle. The head of this business is Mons. Drukle and he has the reputation of being a very clever designer.

What would you do? Oblige this Customer or Not?



LADY—I bought this sweater coat by mail order, but it is too small. I want to wear it right away and you would oblige me greatly if you exchanged it for a size larger. Wouldn't mind paying a little more if I got the fit.

THIS cartoon depicts a problem which every merchant, every salesman in the smaller centres of population, at least, is familiar with, though with many it is rare.

The policy adopted by some is to refuse to accommodate such a customer.

There are merchants who regard such a case as an opportunity to emphasize the advantages of home shopping. But they refuse to exchange and lose a probable customer.

Then there are merchants who do oblige such a person and are sometimes able to bring forward lines which are better value than when obtained through mail order,

But there are people who don't appreciate the merchant's kindness and send away a mail order next time they have a little ready money.

Looks like a thankless courtesy, doesn't it.

The *Review* wants to know how salesmen or merchants would handle a case of that kind and what the general policy of their store is. If they will relate actual experiences, replies will be all the more interesting.

For the best answers the following prizes will be paid:

FIRST

$3 and Review for One Year.

SECOND

$2 and Review for One Year.

THIRD

$1 and Review for One Year.

The *Review* will be sent for one year to every merchant or clerk who sends in a statement considered by the editor good enough to be published. If salesmen winning prizes are already subscribers their subscriptions will be extended one year.

All accepted contributions to be published in one issue of the *Review*.

This competition is not confined to salespeople in departments. The same problem applies to every department. It is an opportunity for any member of the staff. This contest will be a monthly feature of the *Review*.

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

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The Art of Decorating Show Windows and Interiors

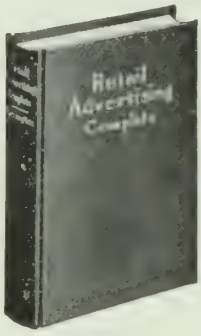
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Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

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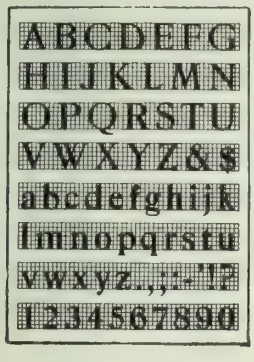
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



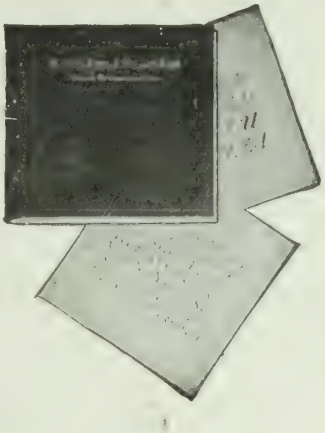
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Dunnville, St. Catharines, St. Thomas, Buffalo



KNIT GOODS NEWS

Who Makes Bulk of Profit?

Is Distribution Unreasonably in Favor of the Retailer? --- Statistics Compiled by Underwear Manufacturers

At a time when underwear manufacturers have to do some very careful figuring in order to make anything like a living profit and still maintain popular quotations, some analysis of the situation from the manufacturers' viewpoint will be of interest. The conviction of The Textile Manufacturers' Journal (New York) is that the distribution of profits in the underwear business is unreasonably in favor of the retailer.

"So much is continually being heard in the knit goods market regarding unreasonable and excessive demands of jobbers," states the Journal, "that it seems but right that manufacturers, and especially their representatives who take active part in selling merchandise, should investigate as to where the bulk of profit on any given class of knit goods really goes.

"It is but natural that manufacturers should be disinclined to itemize the cost of manufacturing any sort of goods, giving each minute detail in regard to cost of trimmings and salaries paid, and a thousand and one other minutial things that go to make underwear manufacture expensive. The figures used in this article have been compiled from estimates made by selling agents of mills located in different parts of the country.

"The difference in these estimates is no greater than would be the different costs of manufacturing and merchandising a given number by one manufacturer with certain facilities in the East and a competitor in some other section of the country with a mill of different equipment. All the estimates as compared with the prices quoted by the manufacturer in question would seem to show that it is practically impossible for an underwear manufacturer under existing conditions to more than break even after covering costs.

How Can They Do It?

"Consideration of statistics which have been received in regard to the cost of manufacturing men's 12-pound ribbed garments leaves a grave question in one's mind as to how manufacturers can afford to operate on so close a basis. The following table represents the estimate of the few rather than the many, as the majority feel that manufacturers could obtain yarns at less than 22c., while more than half state that 13 pounds, rather than 12½ should be allowed in order to cover waste.

"However, the figures as given here take it for granted that by hook or crook the manufacturer can get the yarn used in manufacturing these garments for 21½c., while only half a pound has been allowed to cover waste, as it is known that the 12-pound garment is based on size 42, whereas a large portion of the business is for smaller sizes. The cost of $1.03 per dozen to cover all expenses of manufacture and merchandising represents the minimum amount submitted, while $1.25 is the average.

Cost of 1 doz. 12-lb. ribbed shirts to the manufacturer:

12½ lbs. yarn at 21½ cents	$2.6875
Manufacturing and materials	.8627
Seconds	.1025
Merchandizing	.0725
	$3,7447

"In spite of the fact that almost minimum prices have been reckoned in the above table, and that the amount to cover cost of manufacturing includes buttons, facings, agents' commissions, etc., $3.74½ is obtained as about what the manufacturer has to pay out in cold cash for making a dozen 12-pound ribbed shirts. Disregarding such concessions as $3.65—a price at which one reputable manufacturer has been offering these goods all season—it becomes at once apparent that those who are receiving $3.75 for men's 12-pound ribbed garments cannot be making much of a profit.

"Working on the same basis with figures for manufacturing costs of 11-pound ribbed underwear, conditions are estimated to be about as follows:

11½ lbs. yarn at 21½ cents	$2.4725
Manufacturing materials and merchandizing	1.0075
	$3.48

"Very little, if any, advantage has accrued to the underwear manufacturer who has spun his own yarn this season, as the high cost of cotton made it almost impossible for him to spin it more cheaply than he could buy it. It is at once apparent that in cases where manufacturers have to pay 22 or 22½c. for yarn it is practically impossible to make these numbers at the prices for which they are now being sold. For operating on the spot yarn basis the cost of a 11-pound ribbed garment would be $3.64, which on the face of it is prohibitive if these goods are offered ar $3.60, which is the level at which most manufacturers are presenting them to the jobbing trade. Furthermore, manufacturers stand firm on the statement that it is exceptional when the cost of manufacturing a dozen garments can be held down to $1, including buttons and facings, while they are inclined to the belief that $1.25 would be nearer the proper estimate. In other words, the profit to the manufacturer cannot well exceed 12c. on this number, even though he sells near the top end of the market.

"Without going into elaborate statistics, a manufacturer of a 16-pound union suit, which he offers to the jobbing trade at $7, figures on making 7c. a dozen only on this class of merchandise, or 1 per cent.

"In like manner it is seen that jobbers are to-day receiving comparatively small returns for sales after expenses have been paid. The average price, according to several jobbers, which they obtained from retailers for an 11-pound garment which has cost the jobber about $3.60, is $4, while for goods which cost him $3.75 he can obtain at the outside $4.25. In other words his profits are about 40c. a dozen, provided he has bought at the

"CEETEE"
UNDERWEAR

holds the unique position of being at once the wearer's favorite and the dealer's most satisfactory line. "Ceetee" has won a host of friends by its comfort and wear, perfect fit and superior finish, and the dealer finds it the best line to handle, because he has our guarantee of "unshrinkable" back of every garment he sells.

Make a generous provision for "Ceetee" Underwear when you place your coming order.

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Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

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minimum and sold at the maximum. However, it is estimated that on an average the jobber works on a basis of about 18 per cent. net profit.

"When one returns to the retailers' end of the business it becomes apparent that this is where the bulk of profit is secured. On the 12-pound ribbed garment in question the retailer, after admitting that he pays as high as $4.25, makes $1.75, where as more often the quarter of a dollar is in his favor. He is aided in this through the agency of so-called popular prices.

"It has come to be regarded as imperative that a garment be offered at the beginning of the season for 25c., 50c., $1 or some such popular price. For a 12-pound ribbed garment retailers intend to obtain 50c., and they will not offer them to customers a shade lower. Nor, for that matter, can the consumer be made to pay 55c for an undershirt because the cotton market is higher than it was when he purchased a year ago. Furthermore, retailers sell 11-pound ribs at the same price as 12-pound garments, thereby adding to their profits the saving in cost of materials and manufacturing which are not reflected to the manufacturer.

Granted that expenses of equipping a store, rental, etc., amount to a considerable item with which the retailer is confronted, nevertheless, it hardly seems reasonable that he obtain $2 to every 50c. made by the manufacturer and jobber combined. Yet it is on a basis such as this that the retailer works all the time, and it is against a proposition such as that of making prices comply with demands of consumers that continually confronts manufacturers and jobbers.

Features of the New Spring Hosiery.

Colors in spring hosiery both for men and women show strikingly new ideas. Parme violet, olive green, oyster grey, pheasant brbwn and American beauty rose shades are among the novelties. Much softer shadings are seen than formerly and little crude coloring of any kind will be tolerated as "chic."

Saxe blues run strongly into greyish shades in socks, but women's lines remain a fairly clear blue. The Parma violet appears chiefly in women's wear, the corresponding shade in socks being a very greyish purple, not so pink as lavender and somewhat deeper in tone. Ties are making up in shades that will exactly match with the above. Smoke grey will be good for both sexes.

A novelty for men consists of a very high-class looking shot effect in blue and mauve, both shades soft, and in olive and drab. These are as different as possible from some of the raw combinations which past seasons have seen.

The three best sellers are, of course, black, grey and tan. Besides the above mentioned greys, all plain shades, especially the darker, are likely to be good. Tans show Paris and darker shades as the likeliest numbers. Many russets and the more modified golden brown tans will sell best. Pheasant brown, above mentioned, was the novel feature.

In fancies, clocks are better than other embroidery for men just now. Almost all socks for Spring are self-colored and plain. Women's fancies consist chiefly of open work. Some pretty embroideries were seen in self-color schemes. Navy blue is much spoken of in some lines and may be worn with patent leathers, to correspond with the popular blues of the costume. All light shades, pink, blue, etc., particularly the new rose shade, will sell well for summer wear.

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in our factory at Stratford, Ont

The sales of Beaver Brand have greatly increased each year.

The capacity of our factory is the only limit to this increase: that is why Retailers can always depend upon *prompt delivery* when they order

"Beaver Brand Knitted Goods"

When you sell **"Beaver Brand"** Gloves, Mitts, Toques, Caps, Sashes, Sweater Coats, Sweaters and Jerseys, Hose and Half-Hose, you satisfy your customers and make a handsome profit. That's the point—Profit and Satisfaction.

R. M. Ballantyne, Limited

Stratford, - - - Ontario

FANCY GOODS NOTIONS and TOYS

Toys and Dolls on the Market

Why Retailers Should Place Orders not Later than the Month of March --- Improvements Seen this Season in the New Lines --- Novelties Described

At the present time the situation in toys, dolls and holiday goods is better than it ever has been before from the point of view of the retailer, not all merchants are living up to their privileges in this respect, nor do all realize how advantageously the market stands for them.

In the first place, Canadian importers are now showing all the new features in toys as they appear, and despite some old-fashioned prejudice to the contrary, they are not one whit behind their neighbors of New York. A brief comparison of advertisements in trade papers will prove this. Not only do Canadian importers go abroad, and keep in touch with German markets, but they receive new goods by special arrangement as fast as turned out. No buyer need go out of the Canadian market for the best and newest features.

In view of this fact, there is little excuse for not making up early orders. The advantages on the side of the early order are many. The importer can send abroad and have unbroken packages delivered just as it came out of the factory.

If orders are not placed early, goods arrive so late in the fall as to be of little use for the first rush. In case of a novelty, the public is given no chance to see it often enough to be used to it before buying. Thus many fine features have been known to go flat in past seasons. It is of prime importance in special lines to get good deliveries, so that early buying is essential.

An example will show how the importer has risen to the occasion in showing lines of the greatest possible value at least possible price. A novelty character doll, in large size, which was made only in dollar lines last year will now appear at twenty-five cents, and, while not of the same materials, is exactly like it in appearance and equally durable. This sort of thing means enterprise on the part of the wholesaler.

Character dolls will be big for next season. Large ones, jointed and with unbreakable celluloid heads are the novelty. Baby dolls are now supplemented by numbers showing all the costume ideas seen on the streets to-day.

A multitude of beautiful toys in mohair, made under absolutely sanitary conditions, will be a feature of the season's output.

The New Spring Buttons.

Buttons for Spring suits will show many combination metal and celluloid effects. These consist of a centre of celluloid over fabric in dome shape with a rim of metal, usually antique silver, greenish gold or gun-metal in high style numbers. Others are of gleaming silver or dull finish in the regular gilt.

These buttons come with centres in all the shades demanded by the Spring color card, including taupe, Saxe, Parma, wine reds and purples, royal, etc. The twenty-two and fifty numbers are most in demand.

Crochets are in a better position than ever, and will be used both on coats and wraps and on tub suits. The latter are usually white.

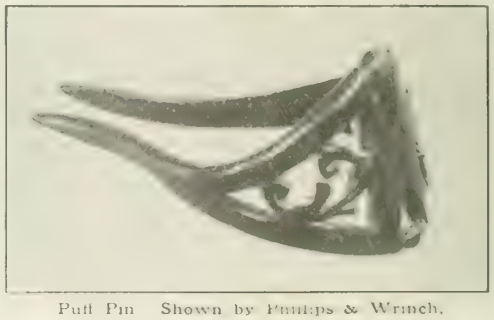
Flat, large varieties are used for cloaks, while the small, globular ones are being much taken by the making-up trade for use on the new net and lace waists. These small buttons are soft filled, and absolutely washable. Silk waists will be trimmed with the same in colors.

Novel Lines in Hair Goods

Barrettes of Increased Size — Much Jig-Sawed Shell in Combs, Pins and Barrettes — Colored as Well as Rhinestone Settings — High Backed Combs

Considerable change is seen in popular lines of hair goods for Spring. Barrettes which were formerly so plain, are now very elaborate, many jig-sawed and not a few rhinestone-trimmed varieties being shown. There is no question that these new numbers will be universally worn inside a few weeks. Strand barrettes are also very good.

The barrette of the moment is larger than the one whose vogue is just over, and considerable elaboration in pattern appears. Those which are at all plain are the buckle barrettes which sold so well during the past month and there are now some jig-sawed specimens in this shape. Though appearing very large off the head, they do not



Puff Pin Shown by Phillips & Wrinch, Limited, Toronto.

seem so when worn with the coiffure of curls, puffs, strands aod ringlets which is now so firmly established.

Combs show the same elaborate jig-saw patterns as the barrettes, and a noticeable tendency is toward the high back comb of early Victorian times. This is due to the fact that curls and puffs look well piled against such a comb, which holds them in place, whereas the narrow-mounted comb is lost in the coiffure.

While the present high style feature is the above comb, both plain and with rhinestones set in the shell, there is considerable talk of metallic trimmings and these will be placed on the market in the course of the next few weeks.

A very pretty novelty among the high top, jig-sawed combs was slightly more conventional in shape and lower, but had colored stones instead of plain rhinestones

This was well received wherever seen, being taken at medium price for the regular trade. A little touch of color seems needed at present in all lines.

Another pretty and high-class novelty was a comb of black, set with sparkling jet. Barrette and puff pins of the same were also seen. A mourning set was of dull-finished jet.

Grey Hair Accessories Showing in all New Styles.

Grey hair goods now come in all regular lines, the same as the shell or black.

Demand is found for the most up-to-date features in this shade. Handsome, jig-sawed grey barrettes are seen, grey combs, plain and fancy, and puff and braid pins. The grey with delicate rainbow tintings running through it is in use for the dressier numbers, and is among the prettiest goods to be found on the market. These are set with rhinestones, a few with colored stones, and as a high novelty with sparkling jet.

Puff pins are now arriving in place of the turban or braid pins in popular favor. The one pin in many styles might pass for the other, but the strictly high novelty is the puff pin with rounded top of circular shape usually either stranded or jig-sawed. Fancy numbers have rhinestone settings.

Strand Bandeau and Adjustable Pad.

Curls and puffs sell as well as ever for general trade. Ringlets are carried chiefly by the hair-dresser and seen in use for evening wear. Pads come in great variety, a new pad for the back of the head, in turban shape, being made without wire, on a frame of stiffening. Wavy pads and the regular lines of net-covered all-round pads are selling much as usual.

A novelty roll pad has drawn thread so that it can be made of any desired thickness and shortened or lengthened to suit coiffure.

Foundation curls or puffs over which the hair of the head may be arranged are now seen, coming in all shades, including grey. This should be well taken as it is a needed convenience for the woman of scanty tresses.

Tubular netting now comes in form to be sold retail so that women may make up a pad at home from their own combings.

Great Changes in Spring Bags

Fabric Represented Chiefly by Velvet—Decided Change in Shape Toward Dressier Effects —Models Have Fancy Metal Mountings

The newest velvet bag is the shopping model, now carried by all leading wholesalers, and coming with chain and metal mount, stamped to be embroidered or beaded. A few of this model have cords instead of chain. Many will be worked with sequins, and steel beads will be a favorite trim.

The high class velvet bag appears now in all jewelers', and will be shown off against suitings for early Spring trade by leading department stores. It should prove an Easter favorite.

This bag has rounded top of metal and is always finished with a cordeliere and tassel. Frequently it is quite plain, but is also seen steel-beaded or otherwise trimmed. It is smaller than the shopping bag.

So far, the above styles have appeared in black only.

Leather bags are not so oblong in shape, and many are not so large as recently. More tendency to color is observable. Frames are nine and ten inches, and many have no metal mount at all, having the folded flap of leather instead, with dome fastener. These are very neat indeed in nine-inch size. A great many fawn colored numbers were seen, but so far no bright shade. Soft



Cordeliere Bags — From the line of P. W. Lambert & Co., New York.

reseda and deep blue, to navy, seemed widely popular. Alligator bags, are, as usual, of long, narrow shapes, and almost unaffected by the changes seen in other lines. They make a fine staple line.

New Umbrellas and Parasols

Ebony Handles in 12-inch Lengths for Umbrellas — 15-inch Lengths in Light Colors for Parasols

Ebonies are the leading umbrella handle of the season. These are plain, silver trimmed on stick shape, etched with acid or carved. A few are table tops, but most are Directoire and the prevailing length for the coming season will be twelve inches. More colored umbrellas in dark shades are now sold in three months than formerly in a year.

Parasol handles are, of course, in the light and enameled woods and are fifteen inch lengths instead of twelve. Some are delicately tinted to match the canopy. Table tops are very good, measuring from two inches to three across, put on plain or tipped. Some are mirror set, some carved as daisies, some porcelain and others celluloid over a floral design to match the general color scheme. Crooks will average about 25 p.c. of the parasol handles. Straight sticks will be the chief sellers as in other lines. All new parasols show tassels.

Many canopy tops were observed, and the eight-rib frame is universal now. Parasols are quite small and rounded. Gold ribs are the rule in all fancy lines.

Materials consist almost exclusively of silk and linen, plain and embroidered or striped, checked or figured, but no lace and no frills. Dark silks are seen, diversified by white bars and stripes, colors being mainly Parma violet, green, dark blue, saxe and black and white. In lighter numbers natural linen shades reign supreme, raw silk and pongee being favored mediums, both plain, embroidered, and satin striped in contrasting shade. White covers are also seen in abundance, chiefly in popular lines.



Serges, Taffetas, Panamas

These Will be the Steady Selling Lines—Bannockburn Tweeds, Plaid-back Serges and Wool-backed Satins are Novelties.

Serges are indicated for a large sale and have been ordered in a variety of weaves both for the garment trade and for counter sale. Navy blue is decidedly the leading color, although several shades of blue are extremely fashionable.

Plain white serges are fashionable, both for coats and suits, and white and black effects in serges are the height of fashion. Pencil stripes, white on blue, white on black, and black and a white ground are to be most extensively worn. All the leading garment houses are showing suits and coats of this fabric.

Next to navy and white serges come light grey suitings in neat mannish effects chiefly in subdued stripes and checks. The color scheme runs from light silver grey up to quite dark mixed effects, that are almost black and these are being made up in high color trimming effects.

Tan and brown mixtures in narrow stripes and melanges are a new feature, and one that the trade will watch with interest. Another novelty is mixture effects in checks and stripes in blue and green. Bannockburn tweeds showing splashes of high color are the ultra novelty. Plaid back serges are another novelty for suits and separate coats and indications point to plaid back cloths being a leading feature in Fall lines.

The high novelty in silk and wool effects are the new wool backed satins. Felt-backed satins were brought out as a leading high-class fabric by ladies' tailors and high class stores for the mid-winter trade, and the lighter weight wool-backed satin is now shown for the Spring season.

In popular-priced lines, the steady selling staples are serges, taffetas and panamas. Plain lustres are also good sellers. Silk and wool poplins are in good demand.

Wool-backed Satin, High Novelty.

The trade is looking forward to a big silk season, and the silk department will be the leading one in the piece-goods section this season. Foulards are the novelty, but some buyers are rather sceptical of their success outside of the big city stores.

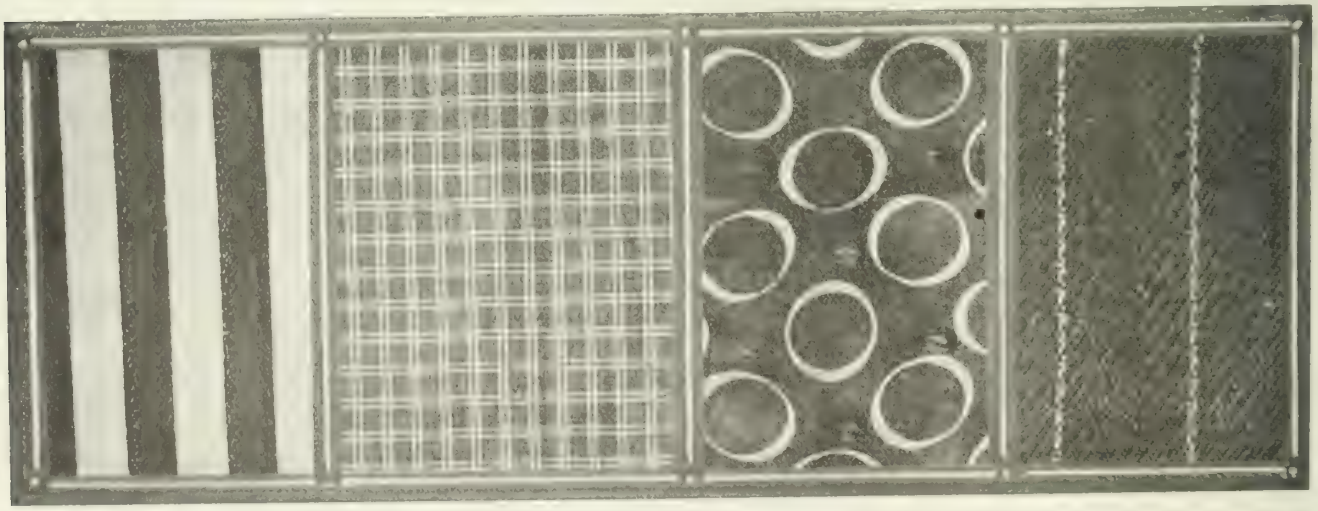
The range of designs is a very large one. Allover patterns in dots, stripes, diamonds, etc., are shown in big variety, but the newer designs show considerable space between the figures, the ground having a figured pattern in the weave. Bordered effects are shown in high-priced goods.

The high novelty for Spring selling is the wool-backed satin. This fabric has been bought by cutters-up catering to the better trade and will be made up into tailored suits, dresses and wrap coats.

Novelty Cottons for Spring

Lightweights Rule in all Grades—Sheer Fabrics, Such as Marquisettes, Voiles and Nets —Great Demand for Ginghams.

During the next few weeks the retail departments will open up their initial lines of cotton dress goods for Spring selling. The range of fabrics is an extensive one as the promise is for an early and an extensive sale of cotton fabrics. Light weight fabrics rule in all grades of cotton goods, and fabrics of a sheer nature such as marquisettes, voiles and nets, are shown in qualities that



Satin-striped Taffeta. Shown by A. S. King & Co., Toronto.

Black and White Check Silk Taffeta. Shown by The Gault Bros. Co. Limited, Montreal.

Jacquard Foulard Silk. Shown by The Silks Co., Ltd., Toronto

Pencil-striped Serge. Shown by The Gault Brothers Co., Limited, Montreal.

call for a foundation of a silken fabric. At the present time marquisettes are decidedly scarce and the manufacturers have no cloth on hand for immediate delivery.

In medium-priced lines, ginghams form the staple article and already there are complaints as to the delivery of these goods. Plaids, stripes, and novelty effects were never more attractive and the fact that novelty colors can be recommended for their washing qualities is an extra recommendation of these goods.

In printed fabrics a high place is claimed for the cotton foulards. These goods are shown in the leading foulard designs and colorings, and there is a splendid range of patterns and effects in the favorite black and white combinations.

The high-class trade is making a big showing of bordered goods and there are many artistic designs in floral effects included in these goods.

In printed goods, neat effects in floral, stripe and spot patterns in voiles and dimities are shown.

Beautiful novelties in sheer weaves in expensive qualities of white goods are a feature. These are on the marquisette, voile, or crepe order, and show fancy stripe effects and embroidered spot and small figure patterns.

THE NEW YORK MARKETS

Silks and Satins Leading

Satins are High Style for Many Purposes— Heavy Advance Business in Foulards— Silk Veilings Move Freely.

(Staff Correspondence.)

Office of The Dry Goods Review,
160 Broadway, New York.

Silks and satins occupy a leading place in dress fabrics and for the coming Spring are shown in a wide variety of weaves and weights. Not for many years have satins been so much worn as at present. They are high style for many purposes. They are the leading evening fabric and are equally fashionable for street suits and for outer garments. They form the foundation silk for sheer silken fabrics, and for dressy wear are fashionably combined with velvet and broadcloth.

Printed silks are in a leading position and printers, both in America and abroad, state they were never so busy in silk fabrics as this year. A heavy advance business has been done in foulards and the range of designs is large, including hair-line stripes, fancy stripes, dashes and dots, and faconne jacquard effects. Bordered patterns and also small floral designs are shown. Fashion says foulards will be wanted for dresses and costumes for street suits and for combining with other fabrics, and also, to a more limited extent, for foundation and lining purposes.

There is an excellent sale for silk veilings, marquisettes, chiffon cloths, grenadines and sheer weaves of this class. Goods of this class are selling freely and their vogue is expected to continue through the coming season.

Tub silks are being used for simple dresses and waists. Some very attractive striped lines are shown, the stripes woven in, not printed.

Pongees and tussahs are being taken for separate wrap coats. These silks are being brought out with a waterproof finish that adds to their attractiveness for this purpose.



IN THE NEXT ISSUE OF THE REVIEW, FEBRUARY 1st, special attention will be paid to the Knit Goods Department.

It will be the feature of that issue, and will contain information about Knit Goods which will make it invaluable to every dry goods merchant.

The editors of the Review have worked out, in conjunction with Canadian underwear manufacturers, a Knit Goods Size Chart, the first purely Canadian chart that has ever been prepared. It will be published in the next issue of the Review.

This chart will be of great service to every buyer of Knit Goods.

This is, however, only one of the splendid practical features of the Knit Goods number of the Review.

Published February 1st.

YOU MUST GET "LAMBA"

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if you wish to be handling the

World's Best Fabric

for Shirts, Blouses, Pyjamas and all underwear. Its pleasing wooly softness, charming design, fast colors and perfect washing and wearing qualities, all combine to make it the admiration of countless thousands all over the world.

Equal to Ceylon Flannel at Flannelette Price

The genuine Lamba is stamped Lamba on the selvedge. No imitations can give you half the satisfaction in selling or your customer in wearing, therefore

GET A STOCK IN NOW

And be sure it is the genuine article

LAMBA will be advertised in the Canadian Press.

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McIntyre & Son Co., Ltd., Montreal, Canada
J. & N. Philips, Manchester, England
I. & R. Morley, London, England

LATEST HALF-FORMS

Skirt may be Removed from Waist and Used Separately



No. 80 K.J.

Jointed arms with adjustable hands. Also with plain arms and without arms.

Write for Catalogue No. 16L. Also for Circulars on Fur Stands, Hangers, Mirrors, Etc.

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Est. 1852

710 Broadway, New York.

Factory 87, 89 and 91 West 3rd Street, New York

30 Kingston St., Boston — 110 Bedford St. Nos. 10 and 12 Hopkins Place Baltimore

Fashion Talks and Classes

Means Whereby the Dressmaking Department May be Made to Pay — Plans that Draw Trade

DOES the dressmaking department pay and how can it be made one of the trade-drawing features of the business?

There has always been a feeling that there is a remote possibility in this day of ready-to-wear garments, that the dressmaking department of the big store was superfluous; that the ready-to-wear gowns and costumes for women had limited the need and the usefulness of the "store dressmaker" and that more and more women were ignoring the dressmaker for the garment so easily purchased, so quickly ready-to-wear.

One firm had felt this fact and with a determination to make the two departments work together for the good of the entire store, they adopted the following plan, which has proven itself to be one of the best trade pullers of many new experiments recently tried out.

The modiste in charge of this department is not only a dressmaker, but more. She is a designer, and a woman with a fine personal presence and one who can talk to the general public.

The first experiment was made in the Spring season of 1909. A fashion talk was given to dressmakers with living models, showing the effectiveness of the season's styles, the nature of trimmings used and certain new lines demanded in the costumes.

These talks were given once a week during the Spring season. They were so largely attended that the next Fall season a second series of talks was inaugurated for customers.

Customers were delighted and the store shopper was glad to direct those who inquired for certain fabrics, trimmings and linings, to the various departments.

This led to dressmaking classes being established. If, without experience, the customer wished to learn in a practical way, to make her own gowns, the classes were the greatest help, for the line of instruction was varied, ranging from a simple house frock to tailored suits and elaborate costumes. The instruction was absolutely free: no fees nor restrictions. However, in the recommending of fabrics, linings and trimmings, the customer was told just where to purchase them in the store and was given the aid of the store shopper if she desired. If anyone wished to procure a pattern, those that were sold in the store were recommended. If, however, a model was displayed from New York or Paris, it was copied, a flat pattern made and this pattern sold to the customer at a nominal price, with instructions as to its correct use.

Last Fall, the fashion talks were greatly enlarged, more models, domestic and imported, were displayed, and dressmakers from the city and neighboring towns crowded the assembly room of the store every morning for the talk and many were turned away.

So many, indeed, were disappointed in not being able to secure seats, that an extra week was arranged and an entire day, "Dressmaker's Day," was advertised. At 9 o'clock, a morning talk was given, models from Paquin, Francis, Callor and others were shown and flat patterns could be purchased if desired. At 3 in the afternoon, another talk was given, illustrating evening gowns and wraps, materials, trimmings and designs for making.

The flat patterns were sold for fifty cents.

Salesmen Tell How They Deal with "Looking" Customers

Interesting the Customer Without Being Over-persistent and Without Giving Offence — The Policy of Introduction — Prize Winners are: 1st., F. J. Thompson, 2nd., J. Brunner; 3rd., Carl H. Balcom.

OUT of the large number of replies received this month in response to the cartoon, "How to interest the customer who is just looking and does not intend to purchase anything," those entitled to awards cover many ideas and suggestions. They are given below. There is a note of similarity in some, but no doubt this is due to the meaning derived from the cartoon and the treatment of the subject under one heading.

The proposition is a time-worn one with most salespeople and all have learned in their experience the necessity for introducing goods especially to customers of this class. One writer says, "We must study human nature," and this is exactly where human nature comes in, for it is just natural, or so it seems, for nine women out of ten to be "just looking."

One can hardly blame them as that is their only way of confirming ideas gleaned from the merchant's advertisements, the different journals and style periodicals. That accounts for the "note of uncertainty," because they come to the store hoping to have these ideas and information confirmed, looking to the salespeople to strike the right note, and thereby, gain their interest.



SALESLADY; "I should be pleased to show you these skirts. They are excellent value.

CUSTOMER: "Well, I don't know. You see I'm just looking, and really do not intend to buy anything."

The clever saleswoman or salesman, full of enthusiasm with new lines or leader values, Spring importations, new shipments, express parcels just received, last minute suggestions, or lines advertised, has hundreds of opportunities to interest this purchaser. The fact that she is in the store is incentive enough to make it worth while to endeavor to close a sale. It is an understood thing in well regulated departments that just such a customer is going to buy.

With all the advantages to command—stock display, advertising, knowledge of the materials, workmanship, and style features, price, etc., and with the respectful tact, which comes by keen observance and study of customers from day to day, should be an easy matter for the sales person to complete the sale, and also while making it to add a valuable and enthusiastic customer to the store's clientele.

In awarding the prizes this month, attention is given to the treatment of the subject under the two headings, (1) What to reply, and (2) General policy to pursue. The 1st award, $3 in cash and The Review for one year; is given to F. J. Thompson, with N. A. Hewer, Tillsonburg, 2nd, $2 in cash and Review for one year, to J. Brunner, with F. Krug, Tavistock, and the 3rd award, $1 in cash and The Review for one year, goes to Carl H. Balcon, with John Lockett & Son, Bridgetown, N.S. The replies published are also awarded The Review for one year or their subscription renewed for a similar period.

In placing the first award attention was directed by the fact that the salesman placed high value upon thorough knowledge of the stock under his care. The salesman is doubtless thus enabled to make many sales by introduction. There is also an absence of undue persistence or anything calculated to give offense in the manner adapted by the salesman.

In the second instance the enthusiasm displayed, the desire to please and the general demeanor is bound to succeed and, in the third, it is noted that while salesmanship is essential the general policy is particularly good.

In these competitions the opportunity is for every member of the staff. The salesman should not feel that he will be unduly criticized because the competition is for the mutual benefit of all. The salesman should put himself in actual touch with the problem. It is neither customary or advisable, for example, to use such words as "Madam" or "Lady" or stunted sentences as is the case in some letters and which, it is certain, are not used in every day language by aggressive salespeople.

Further, in the replies the salesman need not be afraid to express an opinion, as is done each and every day in all departments.

Others are having the same problems and an idea may prove a help tending to greater efficiency in salesmanship The possibilities of average salespeople to improve by knowing the experiences of others is brought out, enabling them to benefit and thus giving them opportunities to improve their standing and connection. It is concentration to the detail of their business which makes salesmen and salesladies invaluable to the business or department in which they are engaged. This should be the ideal of all thorough up-to-date salespersons.

1. F. J. Thompson, with N. A. Hewer, Tillsonburg.—If you will allow me, I shall be pleased to show you some of our special lines in this department. If not to-day, you may at some future time, wish to purchase. You will then remember the values you have seen here.

We guarantee every ready-made garment to give satisfaction in fit, quality and style, even to those $3 skirts you were admiring. That particular line was made to our special order. You can, therefore, rely on the excellent value we offer. Oh, yes, we can fit anyone at any price up to $10 each.

Now, here is the finest selection of coats and suits in town. This is a lovely suit. Just try the coat. The fit is perfect and style up-to-date. Certainly, I will send it up on approval. (It is very rare that there is not some direct result from interesting a prospective customer).

The best policy, in my opinion, is that every clerk in his own department should be ever ready with his leading lines for introduction, especially to "lookers." When the new season's goods begin to arrive, I have repeatedly made good extra sales, by asking customers, on their way to and from other departments, for a few minutes to show them the latest designs, long before the season opens. The greatest mistake, however, is the persistence with which some clerks press for a sale.

2.—J. Brunner, with F. Krug, Tavistock.—If you will allow me to take up a little of your time I would be pleased to show you the skirts and other nice things we have. We are always pleased to show our goods, whether you wish to buy or not.

My first endeavor would be to make the lady feel her presence is appreciated, by showing her goods, stating prices, and having a nice, friendly talk about things in general, and, if, by my judgment, I knew I had won her confidence, I would in a courteous manner try to make a sale, but this would have to be done with great care, as I have promised to show her the goods, not expecting her to buy unless she wished. Whether I met with success or not, I would, by courteous treatment, look for future business, if it could not be done at the time.

3.—Carl H. Balcom, with John Lockett & Son, Bridgetown, N.S.—It will give me much pleasure to show you these skirts (I would take down several skirts, and make inquiry regarding size worn). Notice the excellent material they contain, and this shade is very popular this season. This skirt is exactly the size you mentioned. Notice how well every part is finished, also the excellent style. If you don't mind, I should like for you to try it on over your own. I am sure it will please you. (While customer is putting on the skirt, I would be commenting upon the advantages of buying a ready-to-wear skirt). It fits you perfectly, and the style is very becoming. I leave it to your good judgment to decide if it is not a genuine bargain. I am sure you would be more than pleased with it. Yes, madam, only $3. May I have it done up for you?—Thanks.

As the first object of the salesman is to interest the "looker," I find the following is the best "general policy": In a pleasing manner tell her that it always gives you much pleasure to show goods. Call her attention to some article which you think will be of interest, and at the same time display the goods to advantage. To find if the customer can be "interested" in the article shown, an observing salesman, in most cases, needs to say but a few well-selected words in explaining the merits of the goods. If not interested, hold her attention by a few pleasing remarks, and by tact in showing other goods, and keenly observing the customer's tone of voice and movements, the salesman at last succeeds in interesting the "looker." After she is once interested, good salesmanship completes the sale.

Angus McNaughton, Huntingdon, Que. The fact that a person is looking goes to prove that they want something. Now, common sense teaches that a person cannot buy everything they see, so it is up to the sales person to use every customer well. We had a customer who for years back always bought before they came to our place, and were "just looking," who, after looking for years, became so well satisfied with our goods and way of doing business that for years and years afterwards everything they wanted, and could get, were bought from us; also their friends were sent to us. They looked until satisfied.

James Driscoll, Fairville, St. John, N.B.—Yes, quite true, but we are pleased to show you, just the same. We have such beautiful things, we take a special delight in showing them.

Then proceed to show the various skirts, talking of the newest fashions, the ones that would most become your customer in shade and style, and give your reasons why, never alluding to any of her unattractive features, should she be short, fat, small or thin. Find out from her if she be pleased with the one she is wearing, and if not, show her where it is unbecoming, always exhibiting one in stock that will overcome these unattractive effects. Talk on the new and popular color shades. She probably has some waists or coats or hats, and will mention the colors. Show her shades that will harmonize with these and will look good on her.

Use your judgment as to the quality she is wearing and show her prices within her range.

When you have shown her just where and why the style and shade will become her, persuade her to try it on. Use no force, always letting her know she is under no obligation. Most women, when they see a new garment on themselves, the style, pattern and color scheme wholly harmonizing and becoming, feel flattered. The sale is then as good as completed. Have them put their jacket and furs on over the skirt, showing the beautiful outdoor effect. They then feel as if they already owned it, and if the sale is not made by this time, it usually is, after the customer has taken off the new, attractive skirt and again beholds herself in the old one, which has become too familiar to her.

Christina Stephen, Grimsby, Ont.—When customers come in to "just look around" I show them what they want to see, but I don't suggest their buying. If there is anything new, I draw their attention to it. They very often buy something quite different from what they asked to see when they came, and always seem pleased to be shown things.

M. Ratney, with J. Shapiro, Toronto.—I would allow customer to look around to her heart's content. At the same time I would try to discover which skirt she most fancied, and on this I would try to make a sale.

I would try to convince her of its excellent qualities and exceptional value, also telling her that they were on sale at this time only and might not be at the same price again for some time. I would also tell her that now she had an excellent choice, while after a few days the best would be all gone, and she would not have near the same choice. I would show the utmost courtesy, but at the same time I would try to get her under the impression that though unintentionally on her part she was causing me a lot of trouble.

Frank O. Hollis, with Frank O. Hollis, Brampton.—I had a similar experience last week. A customer of mine came and wished to look around at some of my garments. I showed her the material, outside and in, the trimmings, etc., and finally got her to try some on. She seemed well pleased with the fit, material and price, but left, stating she would be back in half an hour. I was as pleasant as possible; gave her to understand, whether she bought here or elsewhere, we appreciated her custom and interest.

I think that was all that was necessary. She did not find fault with anything, and I tried to convey a good impression of the house.

E. P. Burns, with the Robert Simpson Co., Toronto.—Yes; we don't object to your looking, and we have other displays of skirts which, I think, you would be pleased to see, providing you have the time. These styles, colors, etc., might help you for future purchase. But, of course, we don't urge our patrons to buy, but delight in showing them the newest and correct styles which we feature.

H. E. Sample, with W. L. Cameron, Lloydminster, Sask.—We have just received an early Spring shipment. Let me show them to you; it will give yon an idea of the new styles and materials for Spring.

Customer.—Oh, don't go to any trouble.

Salesman.—No trouble at all; we are here to show our goods. If we don't show them, we can't expect to sell them, and there's nothing gives us greater pleasure than showing Dame Fashion's newest, whether you buy or not. (Showing skirts and noting customer's preference for a certain shade). That is one of the new shades. It would be most becoming to you, and mohairs are much in evidence this season. They are so serviceable and hang so nicely. I consider this one of our smartest garments. Handsomely tailored, beautifully trimmed; in fact, a high-class garment in every respect.

Customer.—What is the price?

Salesman.—$7.50, madam.

Customer.—I like the skirt, but I didn't expect to pay quite so much, and am not prepared to buy to-day.

Salesman.—If you feel like leaving a small deposit, I will put it away for you.

Customer.—Thank you, very much. I will leave $5.

H. W. Clark, Ridgetown, Ont.—That will make no difference; we will be pleased to show them. You may want one later on, and it is a good plan to know where the best values and latest styles are to be found.

Just take this chair for a few minutes, and I will show you what I think is the smartest skirt we have yet shown. It is all-wool Panama, hand-finished, that will shed the dust readily, attractively designed in the newest cut of modified hobble style, and the tailoring is perfect, too.

If it's a black one you had thought of, I can recommend this one for permanancy of color.

Your size is 24-in. band and 40-in. length, I should think. At any rate, we have all our skirts semi-finished so they can be made the required length.

Would you like to fit this one on, or could we send this and another size to your house for you to try on? Our driver could call for the one you wish to return.

Yes, the price is only $5.75. Very well, thank you, I will do that. I will send it this afternoon for you.

Good afternoon.

W. C. Inkster, Marmora, Ont.—If you will permit me, I would be pleased to accompany you, and look at the goods from your point of view, and I am sure that your own ideas, combined with my knowledge of the stock, would prove interesting and instructive to both of us.

G. Christopher Stevens, with W. K Perrott, London, Eng.—Salesman.—Thank you, madam, but just allow me to show you this skirt; it is our latest from New York or Paris (as the case may be), and although you do not want it just now, I really think, when you have it home, you will be pleased you did not miss this opportunity.

Policy to adopt:—Without letting customer know it, keep a smart look-out on what she seems to fancy, and keep it well in front of her, showing her, at the same time, other things, so that she does not see you are trying to push what she fancies.

H. S. Henderson, with Joseph Paton & Co., Charlottetown, P.E.I.—Would try to make the customer feel perfectly at home, and say: "Madam, if you have time, allow me to show you something in the new hobble skirt (or anything new that happens to be on the market). Don't you think this a real novelty? It is one of the lines designed expressly for us."

Would slip the skirt off the fixture and over a form, enthuse over the hang and artistic lines, the up-to-date weave or quality of the material, point out any particulars regarding trimmings, etc., the class of the maker, and would use every endeavor to arouse her interest.

If not, I would keep my mind active, my thinking apparatus working overtime, and would try and get her to express a preference for a partail make. Then I must make no mistake. If I am conversant with my stock I should know just what skirt should catch her, and demonstrate as before, but I would be careful not to tire her. Would handle the sale very carefully, my whole object being to keep the interest up and gain her confidence, and if I could not make the sale that day she would probably be tripping into the department before long to make her purchase..

In summing up, the best general policy to pursue would be courteous treatment, with the object of arousing a customer's interest sufficient to make a sale on the spot, or, failing this, the leaving of a good impression, which would naturally result in future business.

A. Fraser Little, with Regina Trading Co., Regina, Sask.—Why, certainly, that's all right. You see, it's really our duty to show and display our goods. We have many customers throughout the day who drop in to have a look around. Why, you know, it's a weakness, we women have to like to look around and see the latest styles and to know what is being worn each season. skirts, and they're always so serviceable, aren't they? Besides, you see, they have that new shadow stripe effect.

Here's a line of skirts on this rack that I always like to show, because I know they're such good value, and every lady who purchases one will feel thoroughly satisfied. Yes, they're Panama.

Yes, we have all shades in this line. Which color do you favor? Well, I would suggest blue, as you have a fair complexion.

Now, here's your size exactly. We have these specially priced at $3. Hadn't you better let me wrap one up for you? You know one always likes to have an extra skirt or two. Thanks, I'm sure you will be perfectly satisfied.

Lillian Frankum, Acton, Ont.—That's all right, madam; we are always pleased to have anyone look at our skirts.

Just let me show you a couple of special lines, and give you an idea of our prices.

Would you mind slipping off your coat?, I would like you to try a few skirts on, so you can see for yourself how nicely they hang and how well they are made, both in style and finish. We are never too busy to show our goods, even if a person does not wish to buy.

Cecil Swackhammer, Acton West, Ont.—Just a moment, since you are here, let me show you these skirts more thoroughly. Did you notice the quality and finish of that skirt there, and also the remarkable low price of it, also notice the smart, dressy effect that braiding gives to its appearance? Now, madam, since it suits you in every respect, why not grasp the opportunity and have a smart, dressy skirt of exceptional quality for the same price as you would pay for an ordinary, plain skirt elsewhere?

Furthermore, I am satisfied we will receive your future patronage.

Fred A. Carter, with Messrs. A. N. Whitman & Sons, Ltd., Canso, N.S.—We are pleased indeed to have you look at our stock, and you can feel assured that in this store you will not be bored by clerks who are annoying in their attempts to force goods on you.

What Lesson Will You Learn From Your Stock Sheets?

Will your stock-taking show you a lot of your hard-earned money tied up in dead stock or slow-selling merchandise?

YOU SIMPLY CANNOT AFFORD TO CARRY OVER ANY WINTER GOODS

In this age of keen competition it is suicidal. Every dollar you own must be working all the time.

TURN YOUR SLOW STOCK INTO REAL HARD MONEY

Then take your money and make more money out of it.

WE CAN SELL OUT YOUR OLD STOCK AT A PROFIT

CLEAN OUT YOUR WINTER GOODS AND MAKE MONEY FOR YOU.

Write or wire right away, and find out about our

NINE-DAY SUCCESSFUL SALES THEY MEAN MONEY FOR YOU.

The INTERNATIONAL BROKERAGE CO.

Head Office in Canada

DOMINION BANK CHAMBERS

LONDON, ONTARIO

We consider it a privilege to have you look, and we are not [illegible] that you are an excellent judge of value in your directing attention to these stylish, tailor-made skirts, at the extremely low price of $3.

Our motto, which is, "Satisfaction, or money refunded," will always protect you should you wish to try one of these garments. The fit, and style, and workmanship of which is fully guaranteed.

I always find in cases of customers who are "lookers" that by a little careful leading they will become buyers, sometimes before the more decided ones do. And in this case the lady will be attracted by some special shape or style, and selling talk should be centered on that particular article, whatever its especially good points may be.

P. J. Lumsden, with A. N. Whitman & Sons, Ltd., Canso, N.S.—Just looking around? That's right; we have some values here that are well worth your inspection. Just look at these skirts, for instance. Splendid value at three dollars, aren't they?. Although the price is so low, the quality can be relied upon. You see, we sometimes get hold of a line of goods at a price that enables us to offer them to our customers at much less than their real value. Of course, our stock is limited, and ,as such a low price, is bound to sell rapidly. So the best time to buy is now. when you have a full range of sizes and patterns to select from.

J. C. Carruthers, Orillia.—Salesperson should take no notice of what was said, but continue to show the goods, even with more skill, if possible, than before. Talk a little about some subject of the day or something you think will interest the person; then come back to the goods, show the extra values, and if you do not land them, you, no doubt, have made an impression for yourself or for the store, and will likely bring her or him back.

I have sold people goods when they have told me they were just looking and had no money by them. Adopting the above principle, they have produced the money and taken the goods.

I hope this thought will be a help to some salesperson. I believe in helping them. We need more salespeople who know how to handle customers. I have been selling goods over thirty-five years, and am still learning.

Farmer Having His Innings

Purchasing Power of his Products Shows Much Greater Advance Than Those of the Mine or the Factory

"The farmer is relatively better off than any other portion of the population," states A. O. Dawson, managing direcor of Canadian Cottons, Limited, Montreal, in an article in Financial Post dealing with conditions in the cotton trade and giving his views upon the question of reciprocity with the United States. Mr. Dawson quotes statistics which show that the purchasing power of farm products has increased very materially during the past fifteen years.

"The country has been making wonderful progress," he states, discussing tariff matters, "and nothing should be done to hinder this progress. No one class of our people should be made to suffer for the benefit of the other class. The farmer has been particularly favored. While the prices of practically all commodities have shown some advance, the products of the farm show a much greater advance than do the products of mines and factories. Farm land itself has advanced in value rapidly, and everything produced on the farm has also advanced materially. The figures now given show that the farmer is relatively better off than any other portion of our population, though he does not always think so.

"What we need as much as anything at present to build up a strong, united, prosperous and satisfied people, is to develop all our industries, including the farm, the mine and the factory. It will be fatal if distrust or suspicion should be developed between the various interests.

"We must strive to harmonize the several views now prevalent, and continue the policy of 'Live and let Live' that has existed for many years, and that has helped towards the very great growth of the last decade.

"You will notice that I have taken some of the principal articles produced by the farmer, and measured their value by the prices of the staple articles required by him. The real value of any article is its exchange value. The real worth of farm produce is measured by its value when compared with the value of articles which the farmer desires to purchase."

From information received from many of the wholesale houses, he adds, "I take it that they have closed one of the best years in their history. Sales have been large, profits fair, and losses small. In fact I believe that no country in the world has had a year of greater prosperity.

"Of course there is always an exception to the rule, and cotton manufacturing the past year has been the exception. The cotton crop of 1909 was a very short one—the United States raising only some 10,300,000 bales, when the crop of the previous year was 13,800,000 bales. This shortage proved a serious one, but not disastrous, as there was quite a quantity of cotton carried over from the previous crop. The high prices prevailing in the Spring of 1910 induced a large cotton acreage, and it was expected that a crop as large as that of 1908 would be harvested.

"Unfortunately these expectations were not realized; and the cotton manufacturers have another hard year before them."

WHAT THE FARMER GETS FOR HIS PRODUCT.

Article	Unit	In March											
		1910 10 bus wheat bought	1896	1910 20 bus potatoes bought	1896	1910 1 ton hay bought	1896	1910 A 1,200 lb steer bought	1896	1910 A 300-lb. hog bought	1896	1910 30 doz. Eggs bought	1896
Coffee, Rio No. 7	Pounds	131	47	72	27	193	85	1,115	383	361	87	87	27
Molasses, New Orleans	Gallons	32	19	17	11	46	34	265	154	86	35	20	11
Rice, Domestic, choice	Pounds	213	123	115	72	306	222	1,767	994	572	228	138	72
Salt, American	Barrels	13	9	7	5	19	16	112	72	36	16	8	5
Sugar, Granulated	Pounds	249	132	135	77	358	238	2,065	1,067	669	244	162	77
Tea, Formosa, fine	Pounds	49	25	26	14	71	45	409	204	132	46	32	14
Carpets, Brussels	Yards	9	6	5	4	14	12	81	54	26	12	6	13
Carpets, Ingrain	Yards	22	15	12	9	32	27	186	125	60	28	14	9
Cotton Flannel, 2¼ yds to lb	Yards	131	97	71	56	189	175	1,092	784	353	180	85	57
Ginghams, Amoskeag	Yards	169	123	91	72	243	222	1,404	994	454	228	110	72
Sheetings, Bleached 10-4	Yards	42	35	22	20	60	63	351	283	113	65	27	20
Sheetings, Brown 4-4	Yards	153	114	82	67	220	207	1,268	927	410	212	99	67
Shirtings, Bleached 4-4	Yards	118	85	64	50	170	154	982	692	318	159	77	59
Shoes, Men's Vici Kid	Pairs	a4	b2	a2	b1	a6	b5	37	22	12	5	a2	b1
Suitings, Clay worsted 12 oz	Yards	9	8	4	4	13	15	75	67	24	15	5	4

(Tables compiled by A. O. Dawson, Canadian Colored Cottons, Ltd., Montreal.

Practical Art Gives Show Card its Advertising Value

Given Proper Equipment and Aptitude for the Work, Clerk can Achieve Most Gratifying Results — How One Man Succeeded — Examples of his Work — Nailing the Exclusive Idea

By Roy M. Theobald, Merlin, Ont.

WHILE the old idea that any member of the store's staff could strike off a supply of show cards that would in every way answer the purpose, still holds in some places, the wise merchant recognizes that there is such a thing as practical art in show card writing. At the same time, the up-to-date writer is always on the look-out for new ideas.

In the samples here shown, some are adaptations of ideas obtained from advertisements in different magazines, though the designs themselves are original.

No. 1.—The Christmas card "May your thoughts be as happy as the season," was designed by the writer for the Christmas and New Year season. The holly sprig and bow of ribbon was done in relief, applied with a decorator's relief bulb and printed in natural color. The card-board was tacked on a wooden frame to prevent bending and to keep relief work from breaking and shelling off. Lettering was done with flat brush. Letter "M" was applied on a fancy green background, applied with an air brush. Capital "M" was in two colors, red and black; the balance of lettering was black.

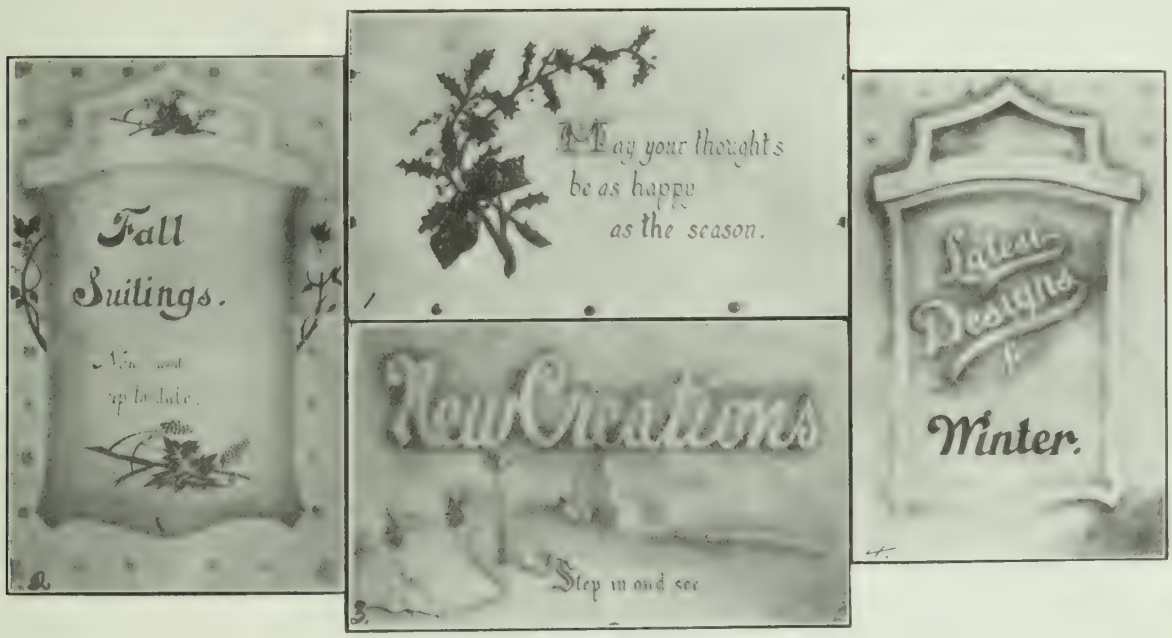
No. 2.—The scroll work and blended shading was applied with air brush in neutral shading. Grapevines were painted by hand; colors green and purple. Large script lettering executed with brush; small script was made with soennechen pen; lettering in black.

No. 3.—"New Creations" stencil pattern, shaded in neutral shade, a grey which can be applied to show almost black to a very light shade. Steps and scenery were in neutral shade, also lamp-post. Steps and lamp post shaded to imitate stone. Sky was shaded to represent sunset. Colors used, pink and yellow. Faint shade of yellow was introduced to give lamp the appearance of being lighted. Time to finish card, 30 minutes.

No. 4.—Scroll work is same as No. 2, only changed slightly in the shading and colors; outside and inside of scroll work was shaded with air brush; in fact, the whole card was air brush work; the word "Winter" in black was applied with brush. "Latest designs" was a stencil pattern shaded around letters in purple. After the pattern was taken off, the design was rounded up to give relief effect. The remaining scroll work was shaded up with yellow to look as though it were relief work. The time to produce this card after pattern was made, was about 30 minutes.

These cards are all half sheet size, 14x22 inches, used in the windows during the Fall opening display.

The writer has had many an up and down during his three years of card work. He used to study the other fellow's cards and wonder how they were done, but since purchasing an air brush, busher, pens and inks and applying some hard work, it is now quite easy to carry out any idea that may suggest itself. It is his experience that show cards are one of the best means of advertising merchandise.



Show Cards illustrating use of air brush by Roy M. Theobald, Merlin, Ont.

Piano for Employees

The modern manufacturer as a rule takes a deep interest in his employes. In many factories producing lines for the dry goods trade, there are rest rooms and tea rooms and other features which tend to make life more pleasant for operatives to whom a little diversion now and then is equivalent to relaxation. Moreover, it inspires enthusiasm and loyalty among the staff, and that is something these days when help is scarce.

In connection with their welfare work, Home & Watts, manufacturers of children's wear, have installed a piano in their new rest room, and, what is more, have promised to pay the tuition fees of any employes who will take music lessons. In the near future Paul Hahn the celloist, is to give a noon recital to the employes of this firm.

ART OF DISPLAY

and

Modern Store Equipment

Importance of Contrast in Background for Ready-to-Wear

Inadvisable to Show Goods in Front of Draperies of the Same Shade — Garments Should Stand Out Clear — Appearance is Thus Enhanced.

By H. J. Rutherford, Koester School.

Some few days ago while strolling along an avenue in a cosmopolitan city, a city noted for the extreme attention given to the arrangement of displays of merchandise, I paused before a window display of women's suits. The suits were of dark green corduroy velvet, in style, fit and workmanship right up to the minute, but for some reason they did not stand out clear, and were not rich looking as this class of fabrics are supposed to be. The reason for that was that the display was set ahead of a heavy drapery background of green velour plush, almost the same shade as the suits. I called the proprietor to the door and directed his attention to the display, that the merchandise did not show its worth, and the reason for it.

His reply was, "That is the finest background on the avenue, the draperies alone cost $50." My answer was, "Then you should invest $50 more and have two sets, or four draperies, one of a light tan, green or gray shade so that when showing dark colored materials there would be a contrast between background and display sufficient to make garments stand out clear.

Have Adaptable Background.

Here is an incident emphasizing the need of attention to this detail in making proper display of ready-to-wear, because nine out of ten merchants everywhere are short-sighted in this regard. What to some of them. is a large amounted invested in one set of draperies could be worked out to advantage in two sets of cheaper materials having one light and one dark, and changing to suit the different colorings of the merchandise. The story related here is an indication that this should be the plan to follow rather than put all of the appropriation in one background suitable for showing light colored goods only.

Merchants failing in this have been known to put $10 to $20 in electrotype headings for illustrating their advts. in the newspapers and frequently this appropria



This display of waists could have been rendered more effective by background contrasting sharply with general color of display

tion was made at intervals of twice a month. If it is considered good advertising to spend money on cuts to



Group suggestion, showing advisability of different backgrounds in same window to set off different colors in goods.

make the story of the merchandise attractive it is just as important to watch details of the kind mentioned so that the garments on display will look even better than the description. Often a little neglect as this in appearance takes away from the garments more than the cost of a set of draperies of the right shade to show them off to the best advantage.

Value of Contrast.

In sketch No. 1 is shown the value of contrast in drapery backgrounds for ready-to-wear, only a few garments and articles are shown but all are posed ahead of the right contrast in draperies.

In sketch No. 2 is shown a stocky window of ladies' waists ahead of a light backbround. How much better this would have appeared against a background of dark green or black. It costs a little in time and money to keep pace with these changes, but if it means enhancing the appearance of the merchandise (and it surely does) you know what that means—more and better sales. That is "the reason why" for all of this work. Then the effort is worth all it costs.

Printed Goods of all Descriptions.

According to the latest Paris report received by Debenhams (Canada), Limited, there is no doubt whatever that the fashion for the coming season will be very largely on printed goods of all description; foulards, printed voiles, radiums, etc., as well as printed eolienne and printed voiles, both silk and cotton. Soft etamine is also highly spoken of.

Silks are very much more in favor than dress goods, but in the latter a very good sale is certain for voiles and marquisettes.

Shantung which was considered finished last summer is very likely to come up again owing to the fact that nothing whatever has been produced to take its place.

R. M. Ballantyne, Limited

MANUFACTURERS OF

"BEAVER BRAND"

BEAVER BRAND

PERFECT FITTING HOSIERY

"BEAVER BRAND" is a guarantee of comfort and durability. Important points in hosiery are shape of leg and foot—strength of heel and toe. These points you will find in

"BEAVER BRAND"

R. M. BALLANTYNE, Limited - Stratford, Ontario

Supplanted Mail Order Catalogue in Farmers' Homes

The Battleford Trading Company Sized Up Situation and Met M.O. Houses on Their Own Ground — Issued a Booklet Costing $3 a Page — It is Prized as a Valuable Catalogue and has Developed Good Business.

THERE are districts in Canada where the catalogues from the large city mail order houses solve several problems for the people who receive them. For that reason, the local merchant who would capture that share of business which properly belongs to him, must adopt methods which will emphasize in the minds of his people the advantages of his position and the possibilities of his store.

Catalogues as Home Companion.

It is not necessary to imagine a case. Facts are available which go to show that it depends upon the local merchant whether the catalogue from the outside mail order concern is to assume in the home the position of a household companion, an exclusive periodical of reference in which the housewife may find description and prices of what is correct for any member of her family, in the matter of clothing, or for any part of her domain, in the mater of equipment, and have requirements supplied with no more difficulty than that entailed in mailing a letter.

When a person, with a fully developed shopping instinct, has to travel several miles to the nearest town to find out whether the merchants there can supply her with things she has read about in the catalogue, it seems safe to say that in a great many cases she will take the course which simplifies effort and assures her of reasonably satisfactory results.

Where Local Merchants Step In.

Before a person reaches that point the local merchant, through his advertising, should have stepped in. As an example, consider the merchandising proposition as presented by the western homesteader or the settler in any other sparsely settled part of the country. He lives twenty miles or more from a settlement. Because of his isolation, he orders a season's supplies at a time. These call for an outlay of from $100 to $500. Let it be supposed that the merchants in the nearest town do no exceptional advertising—the fact is that many of them are too much inclined to take the distant customer for granted. They are regularly represented in the weekly paper, in which the homesteader may or may not be sufficiently interested to become a subscriber. Often he prefers to receive the paper from the place he refers to as "back home," and is downright indifferent about acquiring particular knowledge as to what the nearest merchants are doing. The latter are sometimes satisfied with a fair trade and do not think it worth while worrying about the people living on the far reaches of their merchandising radius.

Advertising with a Personality.

There are merchants who seldom adopt any means of advertising which, figuratively speaking, will knock at the man's door and step into the home as a distinct personality.

No merchant in the situation described can lose sight of the fact that to be effective, his advertising must have something of a personal status in the home.

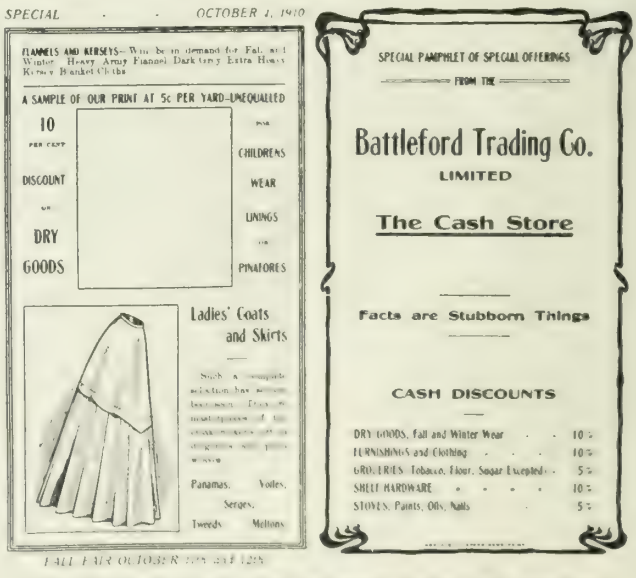
In those districts where inhabitants are comparatively few, where the farmer or the farmer's wife do not often have an opportunity to exchange experiences with neighbors, where companionships are limited, attractive mediums of information are prized according to their practical value or utility.

It stands to reason, therefore, that the merchant who would have anything like an actual being in the household is he, who, to the greatest degree, prolongs and emphasizes the favorable impression of his store and of his merchandizing. They must create preference by permanent means of comparison.

Here is a clearer view of the proposition. A settler and his family "locate" twenty miles or more from the nearest town or village. They receive their mail once or twice a week, and shortly after their arrival a copy of a mail order catalogue reaches them or they may have taken one with them. The farmer, his wife and children become interested in it and it is finally placed where it can always be referred to. Full of illustrations, it suggests things to that family. It assumes somewhat the position of a shopping guide. Clothing, housefurnishings, tools, implements, toys, etc., are described and priced and on a good-sized order there are no forwarding charges.

Those Bulk Orders.

The settler shares in the prosperity of the country. He finds that he can afford to buy things. He has had a good crop and is optimistic. The winter is in sight and the requirements of the family must be attended to. He consults with his wife. She has been to town two or three times and has purchased a few things that were absolutely necessary. She has an opinion of the "local" stores, and it comes to a point where either they or the mail order houses receive their bulk order. That merchant has done well who has so informed the family upon matters pertaining to his store that the mail order catalogue on the peg in the kitchen has been supplanted to



Cover and page from special catalogue issued by Battleford Trading Co. Cash discounts were announced at the same time as cash system. The large blank space on one page is for a fabric sample to be pasted on.

the extent that, before purchasing, the farmer and his wife are able to size up the advantages to be obtained in buying near home. The information he has given them places him in that position where comparison does him

full credit and leaves a good margin in the favor of the homesteader.

On the other hand, if the information has been spasmodic, indifferent, has not the right ring to it, the mail order house gets those little orders, each amounting to one or two hundred dollars.

Trade from 100-Mile Radius.

This is by no means a suppositious picture. An outstanding example is supplied by The Battleford Trading Co., Ltd., North Battleford, Sask. The mail order houses had been their greatest competitors, especially in the outlying districts.

To fully understand the difficulties and obstacles to overcome a knowledge of existing conditions is necessary. The Battleford Trading Co., secure their trade from a district of about 100 miles radius, newly and in many parts sparsely settled, without railway communication but with some 25 post offices scattered throughout.

Travel at any time is arduous and tiresome over the trails, and the women who are the buyers for the household, are loath to undertake an ox-cart journey to the town, finding it much more convenient as well as expedient to make out their order by the fireside from the catalogue.

Cash System and Booklet.

"We tried different advertising mediums aside from the colums, of our local paper," states H. W. Detmiller, secretary-treasurer of the company, but found them too general, even the columns of the local, reaching the hands of but few of the newcomers.

"In the fall of 1906 we adopted the plan of advertising in the form of a catalogue or price list. We were adopting the cash system, and our first publication, which took the form of a 6-page circular brought good results. Still we found that it was not sufficiently complete, thereby losing much of its effectiveness, whereas a booklet with a greater list and covering a wider range would be kept as a reference, and lead to a comparison of prices with the catalogue house. Our hopes have been amply justified by results.

Brought Direct Results.

"The last issue of 1,200, cost us $3 per page, and were sent to addresses, in this district, all being tributary to the town, believing this to be the correct method for direct results. This may appear to many as rather a large item for advertising along one particular line in a small town, but we firmly believe that the only way to meet the mail order competition to-day is on their own ground. We keep a copy of Eaton's catalogue on every counter, as well as our own booklet, and whenever a customer gives quotations we immediately refer him to the catalogue for facts, demonstrating to the customer that we have confidence in the goods we sell. The result is always satisfactory, obviating many unpleasant discussions and arguments.

Got the Homesteader's Order.

"We buy a little heavier in the articles specialized. We have every reason to believe that this method has been a success by the results achived, of which we shall quote you only a few instances. In the fall of '07 just after the regular issue, a homesteader who had, since locating here, bought all his supplies from Winnipeg, and who had received a copy of our booklet through the mail, came into the store with booklet in hand, with items checked for his fall supplies, the order amounting to $89.75.



ESTABLISHED 1752.

Vanguard Regd KNITTING WOOL MADE IN ENGLAND

The "MAPLE" Regd KNITTING WOOL MADE IN ENGLAND

BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agent

David M. Chorlton

30 Hospital St., MONTREAL

Thos. Burnley & Sons, Limited

GMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENT has LARGE STOCKS ON HAND of these BRANDS

IN ALL SHADES.

It Scored Again.

"Again from a more recent occurrence, after the last issue, in which we dealt more strongly with the mail order houses, we had a call from a lady whose entire purchases for the last three years have been by mail order. Her purchases amounting to $76.35, comprising their requirements in groceries, dry goods, hardware, boots and shoes, which we consider a glowing instance of its effectiveness.

Price List in Post Offices.

"Also in several of the country post offices it is occupying a prominent place on a nail or hook, for reference for intending purchasers, and time and again we have had persons request that their names be placed on our mailing list. Other instances we could quote you but trust that this may be sufficient to bear out our statements, and in conclusion may say that we have received many enquiries from merchants in Ontario, Manitoba, Saskatchewan and British Columbia, for copies of the booklet, they having seen it commented on in the columns of your valuable journal."

The above is descriptive of one of the most interesting cases recently published by The Review. By insistent, newsy advertising the merchant not only neutralized the effect of the large mail order catalogue in his district, but impressed his people with the distinct advantages in purchasing their supplies at short range.

The introduction of the cash system is always a step which the merchant takes with more or less hesitation. He cannot say absolutely how his customers will take it. Ig many cases they indicate by their attitude that they see no immediate benefit to their purses. In his determination to make a success of the system, the merchant must take steps to make his merchandising especially attractive.

The Battleford Trading Co. did this by announcing a series of discounts extending over four months. This plan was undoubtedly an attractive one. Coming at the time when the cash system was introduced it appealed to people as a direct benefit arising out of the new order of things. It helped wonderfully to smooth over the difficult phases of the change.

Upon introducing the cash system, September 1st, last, the Budget contained a short talk upon the growth of the company's business, pointing out that during the development credits had been liberally extended. Some of these had been met promptly, others had run along indefinitely while a third class had been a dead loss. Then again, many customers had paid cash, and they had been obliged to pay more for their goods than had cash been king—thereby paying the extra expense entailed in the carrying of the delinquent and tardier ones, who also paid more in the end.

"We have been planning for some time," states the announcement, "how we might equalize matters, which would be a just basis, cutting away every item of unnecessary expense, thereby adding to the purchasing power of every dollar, which is strictly cash.

"This we have not done rashly ; but before taking this step we discussed it carefully with a number of our customers who had been receiving accommodations from time to time, and without exception they heartily endorsed our forward step, and which will appeal at once to the discerning public as a step in the right direction ; and when considering that our prices are already the lowest in the district, it will readily be seen what a saving will be effected to you in a year's purchases.

"We are also aware that considerable money finds its way to the Mail Order Houses, who conduct their business on the cash-before-you-get-the-goods-plan. We shall make our prices sufficiently attractive, quality for quality considered, to induce many to discontinue this practice, which will be to their own personal benefit."

The Budget is well illustrated throughout, contains crisp descriptive matter and selling arguments, and quotes prices in every case where they are necessary to emphasize values.

To Manufacture Tailored Waists

McKay Bros., Ltd., manufacturers of the Form Fitted and Kaybo petticoats are putting on the market a line of silk tailored waists. The making of fancy waists is not contemplated, the line being strictly confined to tailored models, which are shown in a wide range of shades, in both plain and changeable taffetas.

The Princess Manufacturing Co., Ltd., Toronto, have installed new machinery and made alterations to their plant that will just about double their present producing capacity.

TABLE OF CONTENTS

Art of Display 46
Dress Accessories 23
Dress Goods and New York Letter 38
Editorial 1
Fancy Goods 36
Farmer Having His Innings ... 44
Knit Goods 31
New York Letter — Ready-to-Wear 20
Presentation to Mr. Cockburn .. 4
Ready-to-Wear Garments 7
Salesmen's Contest 28
Salesmen Tell How 41
Show Cards 45
Supplanted the Mail Order 48
Trouser Skirts 15

ALPHABETICAL INDEX

B

Ballantyne, R. M. & Co..... 35, 47
Brock, W. R. & Co., Ltd., Toronto Inside front cover
Burnley, Thos. & Sons 49

C

Canadian Converters Co. .....
Egyptine Underskirt 16
Eppo Underskirt 13
"Craftana" 32

D

Deacon Shirt Co., The 3

F

Flett-Lowndes Co., Ltd., The... 25
Fancy Goods Co., The, Ltd..... Inside back cover
Fairbairn, R. D. & Co., Ltd..... 11

I

International Brokerage Co., The 43
The 43

L

Ladies' Wear, Ltd. 22
"Lamba" 40

M

McKay Bros., Ltd. 19
Macdonald, John & Co., Ltd. Outside back cover
Monarch Knitting Co., Ltd..... 30

N

Novi-Modi Costume Co., Ltd.... 6

P

Palmenberg's, J. R., Sons..... 40
Peerless Underwear Co..... 2 page insert 33—34
Pullan, M. & Son ..... Outside front cover

T

Turnbull, C. & Co. 32

Be Honest With Yourself

You cannot afford, Mr. Advertiser, to pass up The Review if you have anything to sell to the drygoods and general stores of Canada. There must be something about your goods that is worth telling the trade about. Why hide it? Tell The Review readers about it. They have to sell goods to make a living and are selling someone's. Are they yours?

AND REMEMBER THIS

We have a much larger circulation than any other paper in this particular field. It is a paid circulation, not a mailing list. It has taken us years to build it up. You are buying readers, not a list of names, when you buy space in The Review. It is the paper that the merchant looks for each issue that pays the advertiser. Do not be misled. There is only one Dry Goods Review:—the paper that has been read by the merchants of Canada for the past 23 years; the paper that has a purchasing power in its circulation.

We would be glad to have you personally investigate our subscription list which is always open for your examination.

To the Trade March 15th

JOHN MACDONALD & CO.
LIMITED
TORONTO

They have the Square Business
for 1911.
By Having
A Larger Stock
and
Better Value
than
Ever Before
in
CARPET SQUARES

"Nothing Succeeds Like Success"
You Should See Their Stock

DRY GOODS REVIEW

FEBRUARY 1ST 1911



Stock-Taking Suggestions

The wise merchant takes stock about this season of the year. Unsalable lines are sure to reveal themselves—off-color, possibly faded or soiled it may be. Whatever the cause, don't fool yourself by counting them on your inventory as they are. Pack them up and send them here to be re-dyed and finished, then they will be as new goods fresh from the mill.

We have reached very marked success in the dyeing and curling of fine feathers and plumes.

R. PARKER & CO.,

Dyers to the Trade TORONTO, CAN.

ESTABLISHED OVER 30 YEARS.



White Duck Specials

Waiters' Coats
Cooks' Coats
Barbers' Coats
Butchers' Frocks
Porters' Coats
Bar Vests
Surgeons' Gowns
Dentists' Coats
Outing Trousers
Boys' Bloomers
Aprons

Khaki Specials

Norfolk Coats
Outing Trousers
Riding Breeches
Outing Shirts
Miners'Shirts
Working Shirts
Auto Coats
Boy Scout Suits
Boys' Bloomers
Overalls

BOYS' KNICKERS, Double Front and Seat.
TROUSERS OVERALLS

Robert C. Wilkins Co., Limited

Montreal

THE PERFECT SUBSTITUTES FOR LINEN

are

"LINNENE"

and

"LINNENE CORD"

(Linnene with a cord effect)

Ideal Washing Fabrics, which have proved immense successes in the home market and wherever shewn.

Now introduced to the attention of buyers in Canada. There, as elsewhere they should quickly outdistance in favour all other wash goods.

They are free from the crushiness of linen and drape more gracefully. In all dress shades AND EVERY COLOUR

AS FAST AS COLOUR CAN BE MADE. This fastness of colour has helped to make the "Linnene" success.

THE VERY THING FOR TUB GOWNS AND CHILDREN'S FROCKS

Width, 34-5 inch Piece, 40-45 yards

STAMPED "LINNENE" EVERY FOUR YARDS ON SELVEDGE

"Linnene" and "Linnene Cord" are the productions of a leading British firm who supply the wholesale and shipping only. Patterns and the names of firms able to supply can be had from their advertising agents.

The British Textile Syndicate, 92 Market St., Manchester

Your Immediate Requirements

CAN ALWAYS BE FILLED PROMPTLY AND SATISFACTORILY HERE

ATTRACTIVE VALUES IN EVERY DEPARTMENT

THAT WILL HELP YOU TO BOOM YOUR

SPRING BUSINESS

MAIL ORDERS RECEIVE PROMPT AND ACCURATE ATTENTION

Greenshields Limited

MONTREAL

Priestleys' Dress Fabrics

For Spring 1911

The surest way to increase your Dress Goods Business is to make a leader of Priestley's Fabrics



Hair Line Stripe Mohairs

Hair Line Stripe Panamas

Hair Line Stripe Serges

Priestleys' Black Materials

Veronese Ottoman

Granule Resilda

Rainham Cord

Wool Mongolia

Voiles

Panamas

Taffetas

Eudoras

Cravenettes

Sole Agents For Priestley's Fabrics

Greenshields Limited, Montreal

Debenhams for Novelties

SPRING 1911

Silks — Foulards, single and double widths.
Black and White effects in stripes and fancy designs.
Novelty Shadings, in all plain silks.

Ribbons — Satin Ribbons.
Black and Colored Velvet Ribbons.
Fancy Ribbons.

Gauzes — Ninons, Tulles, Chiffons, Veilings, Metal Allovers, Nets, Tosca Nets, Cotton and Silk Nets.

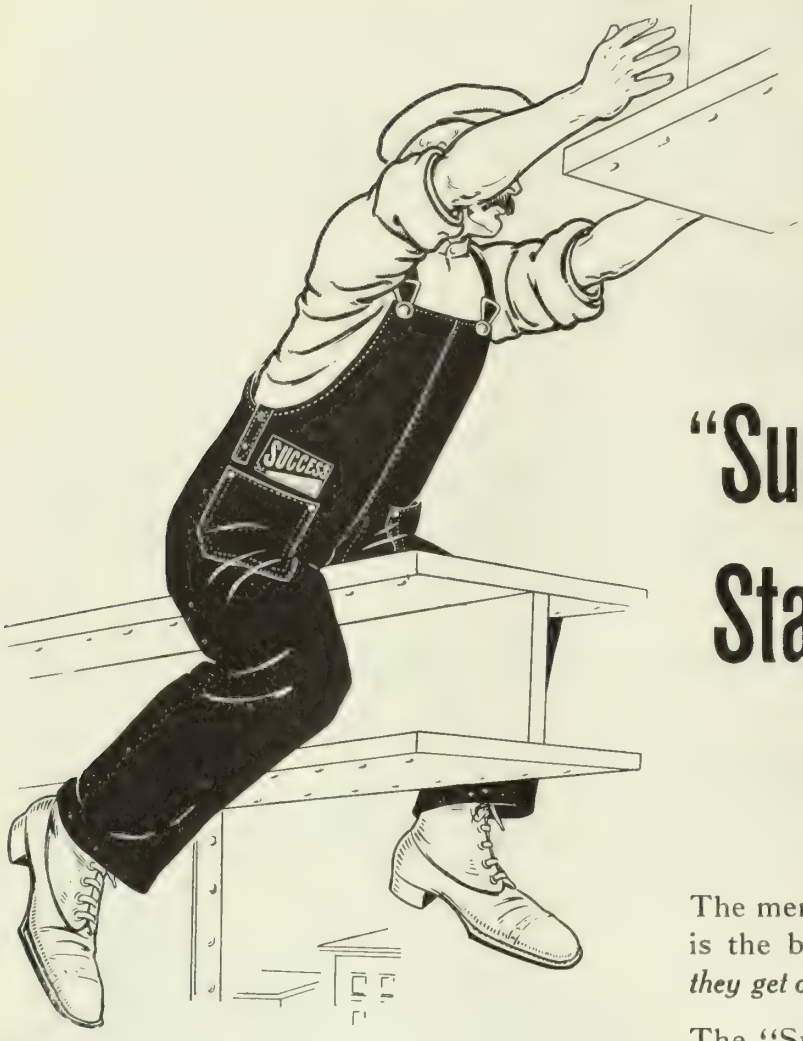
Dress Goods — Plain Cloths, Cotton Voiles, Serges, Wool Voiles, Cotton Foulards, etc. etc.

Millinery — in our Montreal House only.
Latest novelties in Flowers, Feathers, Straw Braids, Ornaments, Laces, etc.

DEBENHAMS (CANADA) LIMITED

BAY AND WELLINGTON STS., TORONTO

18-20 ST. HELEN STREET, MONTREAL



"Success" Overalls Stand the Strain

The men that wear overalls decide which is the best brand altogether on *the wear they get out of them.*

The "Success" Overall is made to stand the strain of the most *severe* work.

The garments are cut on specially generous lines to afford ample room in every direction.

In the making, each seam is strongly sewn---double stitched.

The "Success" Overall is open at both sides, but cannot rip---it is *faced,* so that it is doubly strong.

Men who wear overalls will buy the "Success," because if any one garment is defective they can get their money back.

There are 27 different garments---Overalls, Bibs and Smocks---all made of the very best Denim that can be bought. Three colors, and three different weights.

Ask any big wholesaler, or write us direct.

The Canadian Converters' Co. Limited.
Montreal



COLLARS

Are You Handling the "Success" Line?

In Success you show your customers the newest shapes—in all sizes—(and cut accurate to size).

You can guarantee Success to be better than any other 2 for 25 collars in Canada.

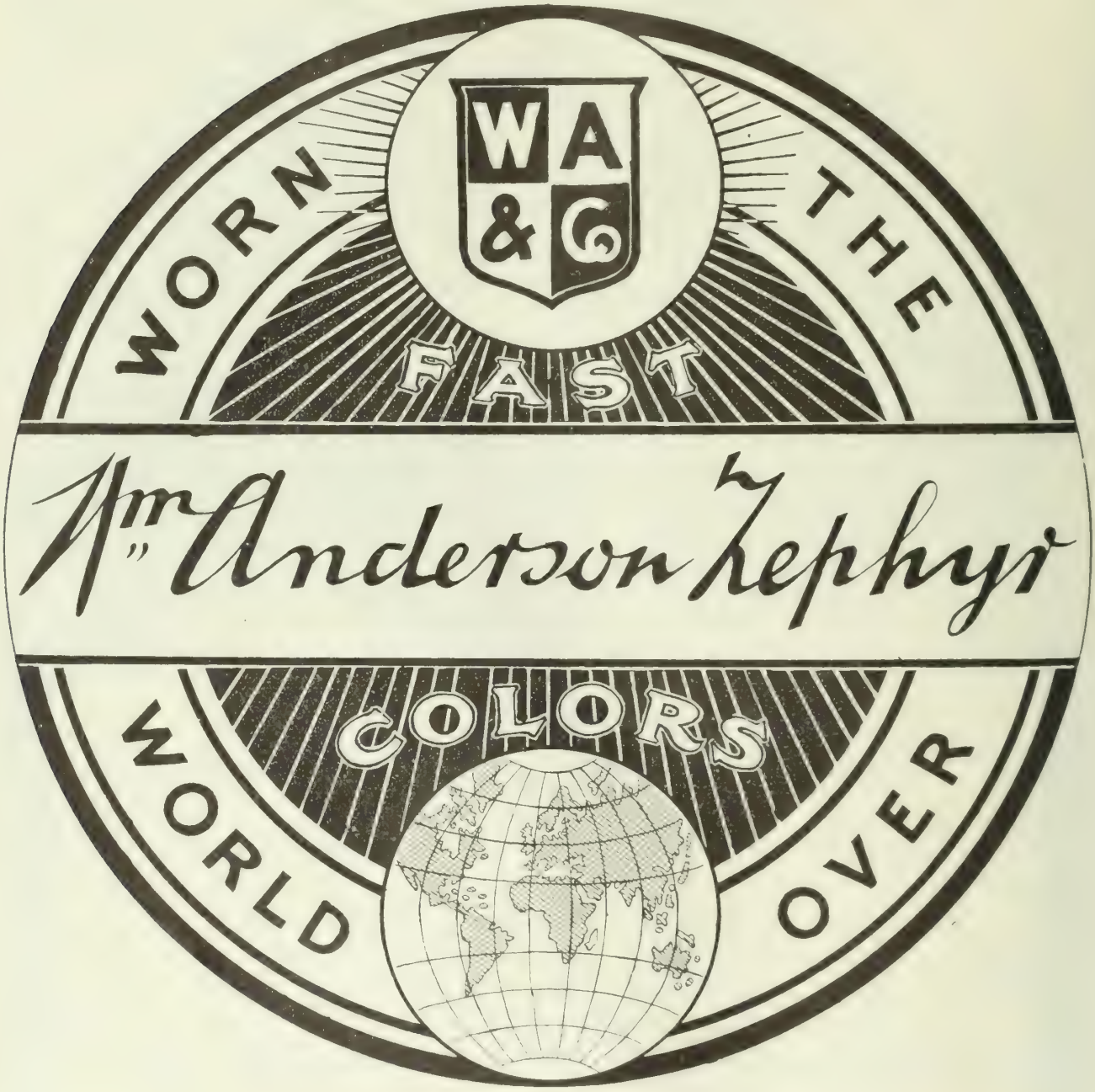
Success collars reach you neatly boxed, laundered to perfection—ready to be worn.

Ask your wholesaler about Success—he will tell you that more people are wearing Success than any other make.

The Canadian Converters' Co. Limited
Montreal

Obtainable

From All Canadian Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills

Glasgow, Scotland

Please mention The Review to Advertisers and Their Travelers.

Spring, 1911



Gault's, Montreal



Corticelli



HAS MADE GOOD

That is a record unequalled in the manufacture of Silk. Many brands have been made, sold and "found wanting," but "CORTICELLI" is one hundred per cent. efficient.







"CORTICELLI" has always met and satisfied every expectation of the user.

INCREASE THE SALES OF YOUR STORE BY STOCKING THE BEST.

The Best is CORTICELLI

Corticelli Silk Company, Limited

HEAD OFFICE, ST. JOHNS, QUE.

ADDRESS NEAREST OFFICE

SALESROOMS:---22 St. Helen St., Montreal. 56 Albert St., Winnipeg. 24 and 26 Wellington St. W., Toronto
91a York St., Sydney, N.S.W. 318 Homer St., Vancouver

BING BROTHERS, Nuremberg,

the largest toy manufacturers in the world,

beg to announce that their samples are now ready for inspection at their new show rooms, 381 Fourth Avenue, cor. 27th St., New York City.

We take orders for import only and would thank you for an early appointment.



JOHN BING,

Sole Representative for the United States and Canada.

Established 1832 Cable Code: Law-Bradford

Spring 1911

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.



ENGLISH MOHAIRS

A RETAILING CERTAINTY
FOR SPRING 1911

A retrospect of styles will show you the retailing certainty of B.D.A. Mohairs.

Every season for years back has had its absolute style difference. B.D.A. Mohairs, however, have been counted leading fabrics during every one of these seasons.

B. D. A. English Mohairs are unique in their retailing success, as the cloths that fill a staple and a novelty demand.

Always safe for the retailer to handle.

Because B.D.A. means unvarying reliability in texture and colorings.

No fabric can reach higher than B.D.A. Mohairs in beauty of colorings and in range and cleverness of patterns.

B.D.A. Mohairs are, as usual, in perfect harmony with the Spring Fashions.

Your jobber will gladly send you samples.

BRADFORD DYERS' ASSOCIATION
OF
BRADFORD, ENGLAND



Do You Feel Satisfied with your Floor-Covering and Drapery Departments?

If not, you must make haste, or the rush will catch you napping. This means lost sales and lost customers. Can you afford it?

In all probability there are one or two lines which you want to put the finishing touches on your Spring stock. Why not write to us and allow us to send samples by return express?

Samples of all lines in these departments at the disposal of our customers. Just drop us a card and samples will reach you by return post or express. Don't allow a customer to go elsewhere because you have not the goods in stock.



WRITE TO US FOR SAMPLES.

JOHN M. GARLAND, SON & CO.

OTTAWA, - - - CANADA

LOUIS LINDNER & SONS, SONNEBERG,

New York Show Rooms, 381 Fourth Avenue, New York City,

beg to announce that a complete line of samples are now on show at above address and would thank you for an early appointment.



JOHN BING, Sole Representative for U. S. A. and Canada.

See the Point?



ABEL MORRALL'S BAYONET & POINT HAT PIN.

It penetrates easily, gives a firm hold, and when withdrawn leaves no unsightly holes.

NO MORE SPOILT MILLINERY.

MANUFACTURED AT REDDITCH ENGLAND.

LONDON-20, GRESHAM ST. MANCHESTER; 17, PICCADILLY

Mainly About Ourselves

Canadian Styles Number.

The February mid-month Review will be "The Canadian Styles Number." It will be largely devoted necessarily, to ready-to-wear garments, with particular reference to those style features and tendencies which are suggestive of Canadian initiative and originality in designing, clever adaptation of Parisian and New York modes in accordance with first hand knowledge of the requirements of the Canadian market, and development or evolution in syles traceable to influences that have been characteristic of the Canadian demand. The history of ready-to-wear manufacture in Canada is an interesting one, and an article which will trace the steady growth of the industry will be a feature of this number. To the retailer the Canadian styles number will not only be a reliable index to the styles of the present year, so far as a forecast may be obtained, but it will also post him upon important market conditions. Coming in the middle of the month, The Review will reach the merchant at a particularly good time. Manufacturers will, about that time be placing upon the market garments in which the late style features will be represented. It is then also that lines make their appearance which embody modifications or elaborations of those details introduced earlier in the season. Novelties also are shown at that time and to the alert retailer, anxious to make the most out of his ready-to-wear department, that particular stage of the season is always full of opportunities to prepare for the Easter season by adding further numbers to that stock which he had previously stocked.

◈

They Use Review For Reference

To ad. writers and window trimmers the advance information on garment styles and fabrics contained in The Review is of very considerable value. How that information may be applied by the ad. writer is shown in the suggested layout for a February or early March advt. appearing in this number. This advt. will give an idea of the importance which attaches to "news" values of fabric styles. It is a time of year when the merchant should begin to tell his people what the new Spring goods are like, what the leading colors will be, what the relative positions of the different fabrics are likely to be and much other information calculated to interest customers in the new stocks. Ad. writers tell The Review that, in preparing their pubilcity, either for new season or mid-season they use the editorial and advertising pages of the paper for purposes of reference in getting up the descriptive matter of their ads. This explains how it is that so many salesmen, ad. writers and window trimmers are close readers of The Review. Where there has been one paper going to a store, salesmen have not been satisfied with the haphazard opportunities of reading the paper thoroughly and have ordered copies sent to their homes. These men are just so ambitious with regard to their future in the dry goods business that they consider it inadvisable to overlook any of the information contained in the successive numbers.

◈

Send in Your Christmas Window Trims.

The awards in The Review's monthly window competition are now complete for the year, with the exception of the month of December. It is evident that there are many Christmas windows to come in yet. The delay on the part of window trimmers in sending in their displays was the reason why the gold medal last year was not awarded until some months later than it should have been. The window judges would therefore appreciate it if trimmers forwarded their Christmas trims immediately in order that the competition for 1910 may be cleared up.

The contest will be continued this year, and it is hoped that a still larger representation of trimmers will enter. The interest has spread during the past year, and there can be no doubt that the ideas embodied in the trims that have been shown from time to time have been very helpful to aspiring trimmers from one end of Canada to the other.

In addition to the windows entered in the competition, The Review has shown trims arranged by men who have charge of the work for the large city stores, and who are barred from the contest. Some may say that these trims are "over the heads" of the country trimmer. So far as elaborate fixtures, properties and spaces are concerned, this may be the case, but there are few of these windows which do not convey useful ideas to the young man who is looking for them.

The Review will endeavor, during the coming year, to make its Art of Display department one of the most practical sections of the paper. Pen and ink sketches of new drapes, photos of original trims and helpful suggestions as to window arrangement, will be featured, and the assistance of a man who has had practical experience in trimming will be available to every person of enquiring mind.

◈

Helpful Series of Show Cards

It is doubtful if card writers in the dry goods or men's furnishing business ever had a more practically applicable series of articles and cards prepared for their particular benefit than those by J. C. Edwards with A. W. Cressman, Peterboro. He has discussed the work of the card-writer in such a way as to inspire and guide the beginners to greater effort, and at the same time he has present information which must be of interest to the older heads. Mr. Edwards does not claim a monopoly of originality. The man who would do this and get away with it, he says, is a freak. While his cards indicate that he possesses originality in a large degree, they also suggest divers methods by which the card-writer may adopt, or adapt, unique ideas with which to feature his work. A good illustration of this is found in the article on show cards published this month. Accompanying the cards, as prepared for use in the windows, are smaller cards bearing the extracts from magazines or newspapers from which the writer secured his ideas. The conclusion that can only be drawn from this is that the resourceful card writer need never be at a loss for unique designs so long as he is able to apply a hint.

Mr. Edwards' series of articles and cards has been helpful to readers of The Review. Some of them have not only told him as much, but have also written The Review expressing their commendation, and saying that they had assisted them materially in the development of their art.



1911 is the 42nd year McCall Patterns and Fashion Publications have been in constant use by American women. Beginning in 1870, with a few feet of space and a half dozen employees, the growth of this business has been continuous until now there are acres of space and nearly a thousand people devoted to the manufacture and distribution of McCall productions.

1911 begins with the distance between The McCall Company and its nearest competitor greater than ever. It is generally admitted that under equal conditions McCall Patterns far outsell any other make of patterns in existence. There are many more of them sold in the United States than of any other make. More merchants sell McCall Patterns—over 11,000—than sell any two other makes. In a word, McCall Patterns lead in every important particular.

McCall Patterns will do for you what they are doing for thousands of your fellow merchants—give you the busiest Pattern Department in town and increase sales throughout your store.

Write for full particulars and samples. There is no obligation.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 to 246 West Thirty-Seventh Street, - NEW YORK CITY

CHICAGO - SAN FRANCISCO - TORONTO, CANADA

Not in the Trust ***No Connection With Any Other House***



You can get your assorting orders filled promptly and carefully—given just the attention you would give them were you in the city.

Not only is the order filled to the letter, but, you get clean, fresh dry goods—lines that appeal to the up-to-date fastidious buyer.

Let's fill your next list—you will not be disappointed.

A line to our Letter Order Dept. will bring the goods by return.

The W. R. Brock Company, (Limited)

Montreal

Please mention The Review to Advertisers and Their Travelers.



Issued semi-monthly **Office of Publication, 143-149 University Avenue, Toronto** **February 1, 1911**

A semi-monthly newspaper devoted to the Canadian dry goods and kindred trades.

DIRECTORS:

J. B. MACLEAN, Montreal - - - PRESIDENT
A. B. CASWELL, Montreal - - MANAGING DIRECTOR

Cable Address:
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CHIEF OFFICES:

CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

GREAT BRITAIN—
LONDON, ENG. E. J. Dodd, European Manager, 88 Fleet St., E.C. Telephone Central 1296
MANCHESTER, - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
NEW YORK - - - R. B. Huestis, 115 Broadway, N.Y. Telephone 2282 Cortlandt

FRANCE—
PARIS John F. Jones & Co., 31 bis Faubourg, Montmartre

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Single Copies - - - - - - - - 25 cents
Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	120
" inch	60

Trade and Fashion Influence on Dress Goods.

ALL sections of the dress goods trade are very willing to turn from the contemplation of the trials and disappointments of the past Fall and they are hoping for better things of the Spring season that is opening up. Picking the season's winner in the dress goods market has become a business of some difficulty. As a matter of fact many in the trade would be inclined to state that there are no particular winners at the present moment. Moreover, they are inclined to become reminiscent of the days not so far back when it was only necessary to hit on the right color and the right cloth, and then all that remained was to book orders and hurry up deliveries.

The present period would seem to be one of evolution and change and the Canadian trade is feeling to the full the force of these changed conditions, for, besides the conditions influencing the markets elsewhere, a big process of evolution is taking place in Canada.

Expanding trade and the consequent demand for better goods is one factor; but the one that has most influence is the readjustment that is taking place between the dress goods and the ready-to-wear garment, the full force of which is felt by the woolen fabric section of the department.

The dress goods department in many stores is no longer the supreme autocrat and its pride of place is seriously threatened by its younger and perhaps more progressive rival—the ready-to-wear department. The manager of this department, and the manufacturer of the goods he sells have had to fight and fight hard before they reached their present position. In so doing they have found aggressive development and strength.

New and changed conditions are now confronting the dress goods department, and until their possibilities are developed and grasped, and their effect upon the buying and selling worked out, there is bound to be uncertainty and friction.

In addition to these evolutionary troubles, fashion value, that is, the highly important second value in the dry goods business, is also making trouble in the dress goods trade. One reason why business this Winter has been so disappointing is because the sale of velvets and satins and silken veilings has been fostered by the prevailing styles, and again this Spring woolen and worsted fabrics will have to enter into competition with fancy cotton fabrics.

Style changes must always cause some trouble and displacement, though ultimately they undoubtedly make for the good of the trade. Let the man who grumbles strive to realize how much the volume of trade would shrink if people bought just what was necessary in dress, and all business was strictly confined to staple articles. In this connection a fashion feature that has had an influence in reducing sales has undoubtedly been the much-talked-of "hobble skirt." Though denounced as a passing freak, like many more freaks, it has had its influence. Though the hobble may be gone it has certainly launched

the vogue of the tight skirt—not just the tight skirt alone but it is directly responsible for the revival of the severely plain suit model with the short, fitting coat. This model promises to be adopted to the practical exclusion of all others, and the effect is to reduce the number of yards employed to make a suit by at least a couple of yards. The reduction of two yards of material in a suit may not seem of much moment, but multiply that two yards by the consumption of woolen fabrics used in making suits and costumes and the total becomes enormous.

Confident assertions are made from time to time that the "hobble skirt" has gone, and this assertion is quite true as far as it applies to the skirt with the tight band at the foot into which the fabric of the top part of the skirt is fulled. This mode, however, has given place to a plain narrow skirt, and instead of so confidently announcing the demise of the "hobble," the trade could be more profitably employed in calculating the possible influences upon the fabric business, not just for Spring alone, but upon the Fall season of 1911 which is just beginning to open up. One very possible development lies in the favoring of heavier weights in cloths for the Fall season.

Place of the Special Sale.

IS the special sale given too prominent a place in present day merchandising? Those merchants who follow event after event, and at the end of the year see no very great benefit either by way of cash or customers will probably say that they are sick and tired of the grind. Others who plan a shorter series, merely for the purpose of giving proper swing to the different seasons, or for cleaning out some stock that is sticking will say that the sale idea when not overworked has its place in present day merchandising.

Then the man who has only one or two sales a year, who has educated the people to look for them through the fact that they are well worth while, has the satisfaction of seeing them add to his profit in many different sections, materially through increased business. He will say that the special sale in its place is all right.

An event planned to exploit purchases in May and November, and at the same time prove to customers that, on some lines the merchant can give more attractive values than can be obtained through mail order, is not inadvisable so long as the merchant follows up the kind of advertising he seeks to gain by it. Otherwise there is not much lasting benefit.

A clearing sale is always permissible, but the merchant should not let it pass without bringing something to it by way of display of new goods or some wise change in policy.

There is also the danger that a merchant by concentrating too strongly on specials may overlook the merchandising possibilities of certain regular selling lines forming a distinct feature of the season. There are merchants who for many years have worked along regular lines steadily, only holding sales when they appeared to be absolutely necessary. In the majority of cases these merchants have preserved the dignity of the store, yet made of it a place where all classes felt they might obtain goods and values that are right. Had the record been one of continuous sale, it might have meant a sacrifice of the better class trade.

Some seasons lend themselves more favorably to the special sale idea than others. It is a question whether the approaching Spring season will be one of them. There promises to be many radical changes in garment and fabric styles, prices are very firm, the people are in a position to consider better values, and there appears to be little reason why a merchant who has bought right should step aside very frequently to carry on an elaborate special sale program or beat the bargain drum persistently.

Year Makes Favorable Start.

THE year 1911 has started out somewhat favorably to the dry goods trade, judging by those reports, received from different quarters, upon which a reasonable opinion may be based. The general prosperity of the country has created an enthusiasm which will go far towards giving the Spring season its proper swing. Merchants are busy cleaning up old lines and taking in new stocks which were bought with a larger appreciation of the people's improved buying ability.

It is evident that the merchant, generally speaking, is living up to his opportunities, and while proceeding carefully, is enlisting every medium calculated to give greater assurance to his foresight. There is nothing of a reckless or speculative character about the attitude of the dry goods merchant to-day. Every condition demands a most intelligent merchandising. Rapid changes in styles, the frequency of new developments in the markets and the necessity that they have an immediate estimate placed upon their importance, require an alertness on the part of the merchant. He is seen often in the markets, and is more conversant with the avenues through which he may conduct his buying to better advantage.

It is not surprising, therefore, to find that a greater individuality than ever is evident in the buying. The merchant appears to be improving his ability to outline particulars calculated to give him a distinctive position. Manufacturers point out that not so long ago, production was influenced to a certain extent by the difference in requirements of the East and West. Now, while this condition still calls for some recognition, it is the individuality in buying that is becoming a far greater factor. The buyer is not only a man who knows style and value, but he also takes with him to market a pretty fair idea in his mind's eye, of the goods that his people will buy, if properly handled. This fact undoubtedly explains some part of the progress that has been made in the manufacture of many lines such as sweater coats, ready-to-wear garments, neckwear, etc. Goods of class are always sure of a welcome from the Canadian merchant.

The year 1911, therefore, opens up with wideawake people on both sides of the board. Deliveries on goods that have been well placed promise to be satisfactory. The man, however, who has been so conservative as to hold back, will undoubtedly run into difficulties when he comes to look for wanted goods at the eleventh hour. The prospect is that it will be a year warranting fairly liberal advance estimates of requirements.

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ADDRESS ALL COMMUNICATIONS TO THE EMPORIUM • • NOT TO DEPARTMENTS OR MANAGERS

The Emporium

SAN FRANCISCO, CAL.,

HENRY DERNHAM, PRES.
ALBERT DERNHAM, VICE-PRES.
ANDREW M. DAVIS, SEC'Y
WILLIAM KAUFMANN, TREAS.
B. F. SCHLESINGER,
ASST. GEN'L. MGR

Nov. 10, 1910.

The Butterick Publishing Co.,

Mr. Publow:-

Pursuant to your request, we are sending you a statement of our pattern business for the twelve months ending October first, 1910, compared with the twelve preceding months. Each month showed a gain as follows:

October, 1909, over the preceding year	.037%
November	.35%
December	.259%
January, 1910 " " " "	.486
February	.385
March	.175
April	.149
May	.252
June	.186
July	.134
August	.208
September	.182

An average gain of 23.3% monthly on the largest pattern business in our history. We trust the sales will continue to show as satisfactory an increase for the coming year.

Undoubtedly the Butterick pattern is more than ever appreciated by the buying public.

Yours truly,

THE EMPORIUM.

B.F. Schlesinger

BFS/P

General Manager.

Some Improvements Desirable in the Spring Advertising

Suggested Plan and Headlines for February or Early March Advertising — Use Display Cuts — Improve the Arrangement and Descriptive Work — Change Date of Issue — Be Sure Announcements are Authentic.

ARRANGEMENTS whereby many merchants and ad.-writers may improve their system of advertising, are well worth the most careful consideration during February. The policy is to better and surpass if possible the advertising schemes of other seasons or years. It does not follow that because a certain advertising scheme for last year was an enormous success, that it must be followed this year by the same system of events, but if the decision to conduct any similar event is made, do it along broader lines, improve the display, the mode of arrangement, the display cuts, the descriptive work, and thereby improve the general appearance throughout in each individual case. Plan, too, to give in the interval between these announcements, but in smaller advertisements, concise, clear, information regarding styles, special features, improvements in service, or try any experimental advertising neccessary.

Plan now as largely as the season's business is intended to be. The greater the plans, the greater the results, provided the plans are carried out intelligently. Most ad-writers and advertisers know now just what comes at a certain time or what they intend to do. Now is the time to prepare for results.

Change the Dates.

The adherence to a particular routine as to time is not altogether advisable. Competitors, also, know that on certain dates the opposition advertising scheme calls for either annual or semi-annual events. Spring the advertisement a week earlier or a week later than last year, and expect to get results surpassing those of former seasons, as confidence in each event has been established.

Systems of advertising seem to have no limit, and it is therefore an easy matter for the merchant to make improvements by the perusal of advertising matter other than his own.

Planning the Ad.

Improve the display—latitude given to the printer sometimes brings better results than if a set form is planned and adhered to. Many merchants and advertisers write their advertising matter and leave it to the printing office to lay out and adapt to the possibilities of the plant and the size of the advertisement. This plan, while it may work in some cases, does not seem a practical way to improve the display, and as a help to the printing establishment, and to get better results, it is suggested that a plan be laid out to give some idea which is important or headline type.

It depends a great deal on the size of advertisement to be issued, whether it is four, five, six or seven-column, smaller or even larger, which types can be used to best advantage. A great amount of space that is being paid for can be saved by a proper setting of the advertising matter in hand. Merchants are paying for this space so much a page, column or line, or by yearly contract, and every inch of space should be used except in cases where better results can be had by using space in the arrangement of display. Make the best possible use of the space paid for.

Headlines should be bold and forcible, the important matter such as dates, special events, leader values, purchases, etc., should be underlined to be given the proper amount of display. Some merchants and advertisers state the particular type they require—such as 8, 10, 12, 18, 24 or 36 point, getting improved results thereby:—lay out the columns and the amount of space to be devoted to each department or item and make other improvements. Mistakes are also less numerous and fewer corrections have to be made, saving both the time of the ad. man and the printer if this plan is adopted.

The Mode of Arrangement.

Allotment of space and mode of arrangement are defined by the result and importance of the sales in each department the year previous. Only such items as will bring this year's sales up to or increase on former records and the business being done in or warranted bp a particeular department at the time, decides the amount of space in the arrangement of the advertisement. Sometimes, too, increased purchases make it necessary to allot greater space to the particular department, but the amount of advertising space contracted for by most merchants makes it an easy matter to carry each department according to the seasons and throughout the entire year giving each section the required amount of publicity. Creating a demand or clearing lines too merit prominent space.

Use Display Cuts.

Much diversion of opinion exists among merchants as to the advisability of display cuts, merchants complaining at the cost or at their inability to secure cuts suitable to their particular lines showing garments in stock, novelties, etc. Ad. writers, too, sometimes abuse the use of cuts using them for fillers to the exclusion of interesting reading matter relating to the merchandise. The judicious use of cuts is an improvement, and as suggested, arrangements made in plenty of time, planning about a month ahead to secure these cuts will prove beneficial to the advertising and general scheme for the coming season.

Manufacturers of whitewear, corsets and most ready-to-wear manufacturers provide merchants with cuts of the lines purchased and similar to those used in printing the season's catalogues or circulars. These prove very inadequate and merchants complain, or ad. men at least, that most cuts could be used to advantage. Headliner cuts, cuts for holiday lines and display cuts for the different sections devoted to their respective lines such as embroidery, ribbon, neckwear, wash goods, gloves, hosiery, etc. are not used frequently enough. Some merchants have arrangements and buy these cuts from time to time as a special event is planned but the tendency is to repeat and use these so often that they lose value as a drawing or advertising force, through lack of suggestion, familiarity and failure to portray any style tendency to the reader.

The Dry Goods Review can often secure thes cuts at a very nominal cost, and will help merchants and advertisers requiring them by securing cuts similar to those in the advertising spacce used by the different manufacturers and wholesalers.

Improving Descriptive Work.

These announcements are not going to create the interest and demand desired, in any event. Enthusiasm must enter into the descriptive work and be backed up by forceful announcements of values and trade-creating inducements. That does not necessarily constitute a sale, although the leaders are possibly as good value.

If it is an announcement of new goods the same descriptive ability must be used to create a desire to see the goods, always endeavoring to tell in a pleasing manner, the merits in the different items, giving information customers should have regarding them, and intelligently telling what there is to say.

Less Need for the Sale Idea.

Merchants and customers are tiring of the incessant sale idea month after month. The same result might be acquired if the items and values were properly described, and advertising conducted in the regular way, leaving the sale idea for about twice a year at the end of each season.

It is all right to advertise and describe regular merchandise at regular prices, and call it a sale, but the proven way is special values for special days and hours, and for that day and hour only, carried along as regular advertising and properly described and interspersed with style or tone advertisements at intervals before holidays, etc.

Another reason for the disuse of the sale idea is that the majority of people are pretty well informed regarding values by means of daily papers, circulars and other follow-up advertising, also regarding the increases on all lines of merchandise, and will not expect this season such remarkable price concessions, if by comparison, in the advertisements and throughout the store, values are right. There would seem to be less occasion, therefore, for the sale idea than in former seasons.

Snappy Spring Advertising

Live and Instructive Talks — Emphasize Departments in Proportion to Importance — Descriptions Based on Review's Forecasts

ADVERTISING in February has a wonderful influence on the succeeding seasons' results. The ad. writer must be confident and thoroughly posted before he makes any style announcements or comments regarding colors and anticipated changes. True he must advertise what is on the counters and in the store, but it must be done with regard to what the result will be and whether it is correct and thereby constitute his announcement as an authority. Be sure of being right, then go ahead. The Review has given many instances during the past months which the live advertiser can use, making it possible for this information to be confidently given in the February and March announcements.

It is none too early to make these announcements in the February and March advertisements. Dress goods and ready-to-wear departments have both received shipments enough to warrant making a bid for the customers who want first choice and are not satisfied until they "see the new goods." The silk section too, can be given an opportunity to advertise its new showings. In February the information regarding heads of departments visiting the fashion centres is good talk and the announcements of their return must be made to secure appointments and the placing of dates for work in the order of their receiving, which is good advertising in itself. People like to feel the importance of being able to secure such appointments in many establishments.

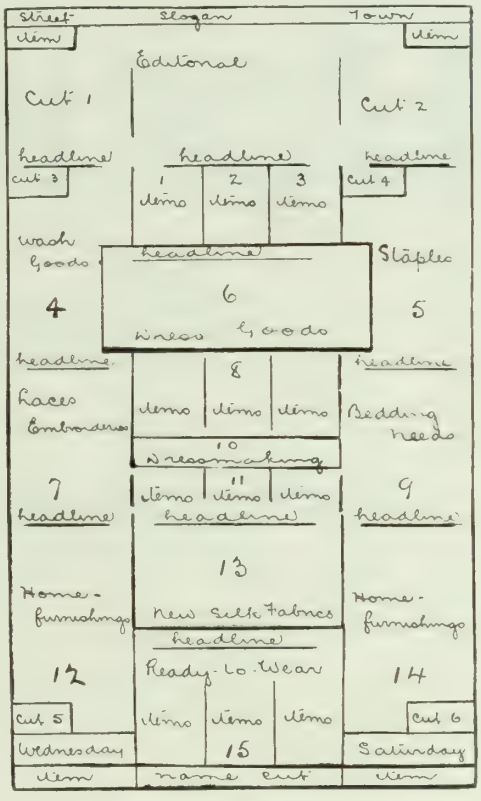
In planning the write-up plenty of time should be given heads of departments, the proprietor and the printer to approve and to get the best results, suggestions, etc., especially on the first few advertisements of the season.

The February Advertisement.

To write a seven-column advertisement, a plan is submitted this month giving prominence to the departments in relation to about the required amount of space and publicity. Plenty of room is given to carry headlines, descriptive work and items sufficient to warrant expectation of results, and the arrangement is made in the order of department selling importance as far as generally develops at this season of the year. The suggestions embodied in the plan can be arranged or condensed to 4, 5, or 6 columns if desired.

In writing an advertisement first importance is given to the location and store slogan. While, perhaps, the advertisement has only local importance, the paper in which it is published goes to many towns and cities and thereby proves through the advertisements the progressiveness both of the merchant and the town in which it is published.

For a February advertisement new cuts either of dress goods, ready-to-wear or combination cuts suggesting the coming of Spring, budding, freshness, foliage, etc., as contrasted with the departure of Winter, are timely and suggestive.



Layout for February or early March advertising.

Editorials must be clear, concise and comprehensive enough to carry the different departments—dress goods, silks, wash goods, ready-to-wear, carpets and house furnishings and deal with the readiness and ability to cope with the coming season's business, the profusion and amount of the season's purchases and showing. Confidence must be expressed regarding the authority of the display and editorial descriptions, giving reasons for the information and the different lines quoted in the order of their style, importance and selling probabilities. Editorials, too, dealing with the fact that the people have a department store in their own midst and an appeal to the loyalty of the customers are bound to prove a decided benefit.

In headline and items 1, 2, 2, provision is made for any purchases that have been made in order to start the selling of these lines, as soon as possible. No doubt

FLANNELETTE.

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills, and Sheetings)

are the best.

SEE "HORROCKSES" *Stamped on the selvedge every 5 yards.*

Horrockses'

Manchester and London.

linens have been purchased in greater quantity than last season and the appeal should be made to the large buyers who replenish household supplies at this time.

Headline should read along with descriptive work and followed with price attractions in the items something as follows :

Replenish Your Household Needs Now. An Immense Purchase of High Class Linens from the Manufacturer at One-Third Off Regular.

In February we always plan to hold these events with a view to catering to the needs of hotel-keepers, boarding mistresses and public institutions. Our purchases this year of towels, towelling and tablings surpass past seasons, both in quantity, quality and value and the secret of the unusual prices is our ability to handle quantities and take advantage of important price concessions as they are quoted, the benefit of the savings is yours.

4. Headline should be devoted to wash fabrics, such as "Dainty Wash Fabrics in Large and Exclusive Assortments," and followed with description. The season's selections in the wash goods section—prints, dress ginghams, zephyrs, lawns, white vestings, muslins and Ramey wash fabrics are complete and shown in a greater profusion than we have ever had. Prices, too, form an important feature and a surprise awaits you in values notwithstanding the increase in cotton quotations.

5. This headline might perhaps read. "Staples at Old and Low Prices," and describe thus—We have earned an enviable reputation in our staple section and prices are as low as ever consistent with the standard quality maintained, and the values are undoubtedly right as the following items will show :

6. In the dress goods advertising and first announcement the headline might be : "Auspicious Commencement and Display of Spring Dress Goods." Followed by a resume of the popular shades and fashionable materials and by items making price the feature, such as 50c, 75c, $1, $1.25 lines, featuring the leaders of the values at $1 or add price specials will be found good advertising using spaces and also for items describing same.

First shades come under consideration and could be handled in this way :—

The shades this season are well defined with white on black leading and a tendency as the season advances to black on white for first place. Hair line and mixed effects are in demand and are shown white on black, white on blue, etc., in a series of different width stripes. Silver grey and light tan mixtures are seen and promise to become good. The staple shades place blues first, and extensive range of shades from dark navy to royal and electric tones, coronation blue being easily the favorite on account of the staple nature of the darker shades. Shepherd checks, line checks and black and white check novelties will also lead. The shades in regard to popularity range black and white, navy, greys, browns, greens.

In the materials the range of the Spring showing comprises, in the staple lines, serges, panamas and hairline worsteds in the heavier goods and taffetas, cashmeres and fine serges on lighter weaves as well as a greater showing of fine mesh voiles and lignt weight silk and wool novelties, marquisettes and all fabrics adaptable to the one-price dresses. Tweed effects and mannish suitings are prominently displayed. On our counters, too, are numerous novelties exclusive designs and lengths and in brilliant array for which our dress goods department is always noted. Black dress materials have also been bought in greater assortments and every new line that is worth while will be found in this section for your selection.

Give information, too, under this heading in reference to the pride in the showing, the greater experience gained from season to season in buying and the confidence of ability to cater properly to your clientele combined with increased departments to handle your increased importations and the reasons of confidence which have prompted you to do these things are all to the point.

7. Headline for embroideries and laces. "New Sheer Embroideries and Dainty Laces," with description as follows :—Embroideries and laces will have a wide vogue this season and our departments are showing many attractive novelties entirely different from anything we have yet shown. We have sampled these for quick selection and quote prices much below the real values on allovers, flouncings, embroideries and insertions to match.

9. Bedding and Supplies at Savings.—This is the month for replenishing your bedding, sheeting, cottons supplies, etc., in readiness for the Spring housecleaning. Opportunities of savings in this department are numerous enough to induce the economical housewife to secure her requirements and start her spring sewing before the bright sunny days, and the values listed should be sufficient inducement.

10. Announcing the return of the head dressmaker and the reopening of your dressmaking parlors:—Leave your Dressmaking Order Now.—It is advisable owing to the experience of other seasons' rush and disappointments, that our customers leave their orders early to enable our dressmaking department to complete their orders properly and in good time. Orders booked now receive first attention on the return of our modiste. You can place your order, confident of perfect fit, good style and proper workmanship, as we are pleased to have the same dressmaker in charge of this department and an increased staff for next season and every assurance is given of the same satisfaction in every particular. Leave your order early.

11. These spaces might be used for lines from the hosiery, gloves and accessories departments.

12—14. The first Spring announcement from the housefurnishings departments. Headings suitable for this department:— 1. Beautiful Floor Coverings and Draperies. 2. Choice and Complete Range of Lace Curtains.

1a.—This season we are preparing to make the selection of home furnishings a proposition filled with pleasure. The natural pride we have in our unrivalled showings is given fresh impetus by the unlimited display of rugs, Wiltons, velvets, Brussels, tapestry and carpets in the newest color combinations in green, rose, soft new blues, browns, etc., in the handsome new patterns. Draperies, too, fill a large section of our home furnishing section. Madrasses, tapestries, velours, stencil scrims and brocades. all to match the carpets and carrying out any color scheme you have in mind. The prices are astonishingly low considering the beauty as you will see when you come.

2a.—Our lace curtain stock is now complete and sampled ready for your selection. We are showing the latest novelties including "Macraine net," filet mesh and Arab nets, new insertion borders and plain centres in a wide range, comprising white, cream and Arab shades and two-tone effects. We suggest the treatment of windows and decorative ideas according to the latest innovations. You owe it to yourself and to economy to see our showing and ask our prices.

13. Silk Fabrics Prominent in Spring Fashions.—The silk section, to cope with the increased interest, in this department owing to the prominent fashions being such as can only be developed in silk fabrics has been enlarged this season. During the coming Spring and Summer silk fabrics, foulards, Shantungs, American printed silks and novelties are to be featured and we are ready with out showing. Messalines, paillettes and satin surfaced silks

CORONATION 1911

"UNIO RANGE"

OF

Picture Handkerchiefs

Flags and Decorations

Are now in the hands of Wholesalers, Dry Goods and Hardwaremen. The "Unio Range" is the LARGEST AND MOST COMPLETE in the world. "RULE BRITANNIA" and "NATIONAL ANTHEM" printed on cloth.

FLAGS FOR THE MILLION. FROM SMALL LINES on two feet sticks, for children, up to six feet long in CANADIAN, JACKS, ENSIGNS, "GOD SAVE THE KING," ETC.

Wall Bunting Flags, printed and sewn, all nations

PRICE LIST ON APPLICATION

BROWN, GRAHAM & CO., GLASGOW

also London and Manchester

"OLD BLEACH" LINEN

The Attractiveness of Good Linen

THERE IS NOTHING in the world that proves such a constant delight to the house-proud woman as good linen, and

"Old Bleach" Linens

excel all other makes in this respect. That's why they are the best selling linens ever offered to the trade—the line whose durability is unequalled, because only the reliable 'sun-bleaching' process is used.

What are you doing towards getting your share of this profitable trade?

You can add to your prestige and increase your profit considerably by featuring "Old Bleach."

"Old Bleach" Linens are made in Table Damasks, Towels, Huckabacks, Diapers, Sheetings, Holland Colored Linens, Embroidery Linens, Hemstitched Sheets, Pillow Cases, Baby Towels.

Try a sample order of our Art Towels! They will surely convince you of the values we are offering.

R. H. COSBIE

Irish Linen Agency

30 Wellington St. West

Toronto

are also desirable and are given full representation on our counters.

These silks are shown in pencil stripes, black and white checks and printed effects in a full range of afternoon and evening shades. Foulards in dot, ring, jacquard and spot patterns, and waterproof finished in blue and novelty shades and the American-printed tussore de chenes, eoliennes and mull de soies come in coronation cream, sky, tan, beige, peach, reseda, rose, ash, and helio.

Note.—Foulards in blues and black and white are without doubt shades that promise to be most in demand as the season advances. In black silk we have made extensive preparations, as well as liberally stocking the different qualities in raw silks, Shantung coating and motor silks,

In the descriptive items, quotations of prices of lines specially bought, interspersed with the most popular 50c 75c and $1 lines can be added with advantage.

15. Headline for Ready to Wear.—Pleasing Newness in our Ready-to-Wear Section.—Shipments are arriving every day in our ready-to-wear section and many new and fascinating fashions are revealed. The new style changes noted comprise:—

The New Suits.—For Spring the 26-inch. coat or even shorter, seems to be the length favored; fitting over the shoulders and hips and not at the waist line, though not extreme, revealing the form of the figure. Coat in 3 or 4-button lengths, strictly tailored and a lack of trimmings except moire or satin on revers and cuffs. The skirts are plain and straight and almost invariably wider than last season, four and six-gored, panel front and back with side pleats and folds.

Separate coats are in greater selection and will be required to wear over the one-piece dresses. The new models show the latest features:—collars, revers, trimmings, braids and buttons.

The cloths, pencil stripe serges in white and black, blue and white, and black and cream, as well as navy and grey mixtures, with the usual number of black and white checks, exclusive novelties, one of a kind, completes this interesting showing.

Authentic Showing of White Waists.—Fancy and tailored styles in hundreds of different patterns are ready for your inspection. A choice is to be had of dainty eyelet embroidered fronts, lace trimmed fronts and embroidery medallion or allover effects, both long and 3-4 sleeves, including also the kimona shoulder and tucked sleeves, and of the severe tailored styles with pleats, fold collar and strictly shirtwaist sleeve and laundered cuffs. Materials are Swiss lawn and Persian lawn, crossbar and stripe dimities, linene and pure linen, plain or embroidered.

Follow this with items relative to the value of the $15.00 suit on the display racks or in the windows and to the merits of the $25.00 suits offered this season, the strong points of the $5.00 skirts or $10.000 separate coats, with value quotations from whitewear, underwear or blouse sections complete the ready-to-wear argument.

In the spaces marked Wednesday and Saturday, opportunity is given to describe the leader inducements for those days and those days only. Mere announcements will not be sufficient; be sure of the value and the merit and make the price sufficiently attractive. Have these articles in the show window, attractively priced, and do not sell them before the time advertised.

Spaces marked "Items" at the four corners are some times used for notices calling attention to different things of importance happening in the store, directions, etc.

In cuts 3, 4, 5, 6, natty, suggestive department cuts are required, while under each section direction to location of department is given. Finish the advertisement with a name cut in keeping with the dignity of the establishment. This should be a business-bringing advertisement with beneficial results on the balance of the season's merchandising.

An Interesting Window.

An artistic trim appealing alike, both to the intending purchaser and the artistic eye of the window trimmer, was featured recently in the windows of the Robert Simpson Co., Toronto. Style demands and trends were also evident in the display, showing the prominence satin finished mousselines, the long lines in vogue, as shown in the drapes, and the banded skirt effects are to have during the coming season.

The window was arranged by the combination of shades in blue of shot Duchess mousseline satins with chiffons, banding and edges to match in jet and black Chantilly, furs in black and white and accessories, gloves—evening wear, opera bags and glasses, and tassels in gold.

This arrangement was in the form of four drapes on new half-model forms, the darker shades to each side and the lighter shades in the centre drapes. Two of the forms were elevated on stands about 18 inches high, the darker drapes at each end being made in a banded or hobble effect. The mousseline satin was also draped at the waist, giving a high effect and the idea further carried out by the trimming banded at the waist, direct across also at the bottom of each drape about eight inches from the bottom. The blended silk and chiffon were puffed at the foot of each drape over the stands and on the floor, each being completed with a wide band of insertion or lace to match and each drape finished with chiffon in the same tones, gold tassels being used at intervals.

The centre drapes or lighter shades of blue were more elaborate and combined the use of gold. A similar effect was given in the draping, but the beauty was more in the combination of the colorings and the richoess given in the arrangement of the gold or chiffon and trimmings. The gold tissue was caught in the centre drape, at the waist line front and back and fell gracefully in the lines of the satin folds. The satin was also carried from the high point at the back of the drapes and giving a long sweeping or train effect. Each drape was finished with insertion or banding about six inches wide, similar to the other drapes, while ermine added to the richness of the most prominent drape.

The bottom of the window was plain green felt and the display completed with matched sets of furs in black and white and accessories for evening wear displayed on stands and on the floor. Millinery is also displayed to advantage in this setting, a few models only being used.

Frank Dowler, dry goods merchant, Guelph, for 25 years, died suddenly Jan. 24. He had recently retired from business.

At a recent meeting of the Retail Merchants' Association, Quebec, the following officers were elected:—Jules Gauvin, president; A. Plamondon, first vice-president; J. L. O. Proulx, 2nd vice-president; N. E. Papillon, secretary, and G. S. Marceau, treasurer.

John R. Prosser, Toronto, traveling salesman for Gordon, Mackay & Co., died in General Hospital, Kingston, Jan. 28th. He was in his 36th year.

Mail Order House Dividend Equal to 1/3 Common Stock

Two of the Large Chicago Concerns Have Turnover of $80,000,000 Annually — One Reason That Puts Vigor Into the Strenuous Contest Against Parcels Post — Canadians Interested in the Fight

THE fight against the proposal to establish a parcels post system in the United States, has brought home to merchants, with extraordinary force, a more enlightening knowledge of the enormous business carried on by the large mail order houses. Two of these establishments located in Chicago are alone said to have a turnover of $80,000,000 annually, and one has just declared a dividend of 33½ per cent. on common stock of $30,000,000 to holders of record, April 1, 1911. There are others whose receipts are equally stupendous, and merchants appalled by the prodigous drain upon the respective fields which these figures represent, are putting up a vigorous fight against the proposal to place in the hands of the mail order houses a means whereby the local merchant will be rendered almost helpless.

Canadian merchants are interested in this fight because affairs are said to be shaping themselves towards a reconsideration of this question in Parliament. Some form of organization is absolutely necessary so that when the matter does re-appear the position of the local merchant will be well understood by individual members and by bodies charged with responsibility.

Canadian mail order houses are yearly attracting an enormous amount of business from the local merchants and the river of outflowing dollars is constantly swelling. Some weeks ago, the Review published a statement to the effect that one of the large establishments carrying on an extensive mail order business in this country, had a yearly turnover of more than $50,000,000, including the business done over the counter of their stores. This fact, which has since been proved to be substantially correct, took the breath away from some.

The report as to the returns to the Chicago mail order houses, as well as the figures relative to the Canadian house is astounding when viewed through the local merchant's spectacles. These facts represent thorough system, intimate knowledge of the field, strong advertising and extraordinary buying and distributing ability. What the result would be, should such an organization be given larger liberties through the mails, can well be understood.

Commenting upon the Sears-Roebuck plum referred to, a Chicago newspaper has this to say:

"This dividend amounts to $10,000,000, representing the undivided profits of the company. The Standard Oil Company, the greatest monopoly that the world has ever known, does not declare dividends any larger than this, or as large.

"John D. Rockefeller, in his palmiest days of profit gathering, never dreamed of $10,000,000 dividends. This dividend is indicative of what the mail order houses have been doing.

"With a start of twenty years, they have been able to so organize and systematize their business of reaching farmers that the annual business of two of the big ones located in Chicago is said by authorities to equal $80,000,000 per annum.

"If the average sales per year of a small retail merchant are considered, and they are put at about $5,000 per annum, this annual sales of $80,000,000 would represent the sales of 16,000 retail merchants. To be plainer, because the mail order houses have educated the farming community to send their orders by mail for delivery by mail or freight or express, 16,000 retail merchants, who might have been helping to build up small towns all over the United States have been put out of business or have been kept from going into business.

"These figures are so stupendous, and at the same time so appalling, that they deserve the attention of legislative commission. In this article they are principally useful for an argument against the installation by the Post Office department of a local parcels post. The bill for this local parcels post will be introduced at the coming session of Congress, and any merchant who has any regard for safety of his own business will, without delay, set about convincing the Congressman from his district that it should be voted down.

Local and General Parcels post.

"A local parcels post differs materially from the original idea of a general parcels post, and the specious argument is held out that its purpose is to benefit the small retail merchants in the country towns. The effect of the local parcels post will be to establish parcels delivery only by rural delivery carriers. The argument is held out that the benefit of such a delivery can come only to the retail merchant in the small town, who will be enabled to send purchases up to eleven pounds in weight by the rural carrier to the farmer along the route. Suppositiously this looks good. Actually the bill is aimed to benefit the mail order houses in the large cities, and it is safe to assert that the express companies are equally interested in it. In operation, the law would work this way:

"A mail order house would establish an agent in a country town of three to five thousand inhabitants. This agent, provided with a buggy or possibly with a small automobile, would make trips over the surrounding country reached by rural mail routes with his four pounds mail order house catalogue and his fulsome description of very poor goods, aided by his own very slick tongue, he would sell thousands of dollars worth of goods to the farmers and their wives, promising delivery by mail within a week or ten days. As soon as he has accumulated sufficient of these orders to justify shipment, they would be sent to the mail order house in Chicago or wherever located.

Would do Business by Agencies.

"There they would be made up into packages for each consignee, and when the whole number of orders from that particular agent were gotten ready they were packed in larger boxes and shipped by freight or express to the agent of the mail order house in the small town. On each package there would be sufficient postage to carry them. Arrived at the country town, the boxes would be opened, the packages taken out, and deposited in the post office, and the next day would begin a merry time for the several rural route carriers out of that town. Their spring wagons, buggies and two-wheeled carts would be loaded to the top with merchandise from the mail order house that should have been bought in the home town, and as fast as possible would be delivered to the farmers and their families.

"The disaster contained in this sort of business is almost beyond conception. Catalogue descriptions given by the mail order houses are the most flattering reading matter that was ever put in a book. When this is added the equally flattering statements of the agent for the mail order house, the arguments for the goods would be invincible. Merchandise of comparatively no value would be sold to the farmers at prices as high or higher than would be charged by the merchants in the near-by town for goods of standard value. The retail merchants in the near-by town would lose this business and all succeeding orders, and in the long run, the entire business of the surrounding country would be diverted from them to the mail order houses in the big cities.

Would Destroy Country Towns.

"As soon as this would become the case the decadence of the country town would be certain. With merchants making no money, they would go out of business. They and their clerks would seek other sections, possibly they would drift to the cities and still further congest them, there to go to work for the very men who have put them out of business in their home town, the mail order houses. The wiping out of the smaller towns would be complete. The country would be in the position of having but two elements, city people and farmers.

The Dire Results.

"The farmers would find themselves of necessity compelled to buy by mail from the cities. They must either buy from the mail order house or direct from manufacturers. The jobbing houses in the big cities would be eliminated because there would be no retail merchants for them to cater to. Manufacturers would find that they could not sell to consumers, hence they would be brought to the basis of selling their product to the mail order houses. That would lead eventually to a commercial octopus, a mail-order monster of such enormous size and breed that it would not only control all the selling and the selling prices of merchandise, but it would also control the buying and buying prices of merchandise.

"To sum up, the local parcels post is equally as dangerous as the general parcels post, and in some respects it is even more dangerous because it is insidious and because it will work under a misrepresentation of fact and conditions until it will be too late to head it off.

Duty of Local Newspapers.

"Merchants in every small town and city in the country should lay these facts before the editor of his home newspaper with the request that he write, not one, but twenty articles in opposition to the local parcels post aimed to show the farming community that by buying from mail order houses they would be jeopardizing their own best interests. These merchants should also take immediate steps to lay these facts before the congressman from their district and the two senators from their state.

"The parcels post is a menace of so great a threat as to be almost repulsive in its operations as a plague."

The entire stock of dry goods in the A. C. Fraser store, Brandon, Man., is announced for sale by the John W. Peck Co., to take place on the 15th of February. A. C. Fraser is a veteran dry goods merchant of Western Canada, and is retiring, it is rumored, to accept government honors. An announcement of the stock and sale appears on another page of this issue.

To Prevent Frosted Windows.

Merchants enquire frequently regarding the prevention of window frosting and preventing the proper display of the trim featured.

It is well known that frost will form on the glass when the temperature inside the window is higher than on the outside and it is just as well known that frost on the outside is formed as well, when the window is colder inside and warmer outside owing to a sudden rise in temperature.

The moisture from the breath of the window trimmer will on a cold day quickly frost the windows and it is almost impossible to keep the windows from freezing when there is no background, owing to the moisture in the atmosphere throughout the store.

Cases are known where heating, lighting and window conditions were exactly the same in stores side by side and the windows of one would be frosted over and in the other case would be entirely clear.

Several things have been tried and suggested, such as rubbing on glycerine, which is bound to leave the glass smeared. A solution of alcohol or methylated spirits is sometimes used, but owing to the cost is not practicable to everybody.

The windows should be air-tight compartments. By some it is claimed a free circulation of cold air should be allowed to pass over the inside of the glass through ventilators at the top and bottom, but it is doubtful whether this is more of a preventative than a nuisance, allowing, as it does, dust and snow to blow in from the outside.

Backgrounds then seem to be the only remedy, enclose the windows if only by means of panels or sliding doors formed by ordinary glass and sash.

Many practical and inexpensive backgrounds can be designed by the window trimmer, or if the merchant thinks it advisable, permanent background can be installed.

The hazy look complained of by some trimmers is caused by the lace curtains and it is impossible to relieve it as such a background is not enough in contrast with the goods on display.

Colored glass at the top has nothing whatever to do with the frosting, but it is undesirable on account of rays of light changing the shade of the goods and creating a wrong impression as to color according to the amount of sunshine or light. In planning new backgrounds avoid all colored lights either in front of the materials or behind them.

Caster & Finlayson, the Arcade, Stratford, have sold their dry goods business to F. G. McTavish, St. Mary's.

Bennett & Reid is the name of a new firm handling dry goods, men's furnishings, boots and shoes recently established at Merritt, B.C. Mr. Reid of this firm was for a number of years with Emerson & Fisher of St. John, N.B.

Woodstock proposes to assist the Ken Knitting Co., about to establish a factory there, to the extent of fixed assessment of $5,000 a year for ten years, loan of $20,000 and electricity power and water at the same rate as given other factories in Woodstock. The factory building will be 120 feet by 20 feet, and three stories high. It is understood that Mr. Harvey, general manager of the Shawinigan Falls Knittinb Co., at Shawinigan, Que., and of the Oxford Knitting Co., Woodstock, is supplying a considerable portion of the capital. The concern will be equipped to produce sweaters, sweater coats, knitted skirts, suits and other similar lines.

Laces
Neckwear
Embroideries

£

Motor Scarfs
Veilings
Handkerchiefs

"Sterling"

THE STERLING LACE & NOVELTY COMPANY wish it to be distinctly understood throughout the trade that every visitor to the Toronto Market is a welcome intruder at 70 WELLINGTON ST. W. We won't feel hurt if you spend a little time with us, nor you won't. Nor will we object to answering a few questions and explaining just how exceptionally we can serve you. MR. CAMPBELL HAS JUST RETURNED FROM ABROAD. A larger selection of movelties and really nice imported goods of the "Sterling" kind awaits inspection at 70 Wellington St. than ever before.

Every line hand-picked from Europe. Nothing but imported goods and nothing but novelties.

Come and see us, *Monsieur*, and you also, *Madame*. Do not dream of leaving Toronto without a little visit to the "STERLING LACE."

SPECIAL LACES
PICKED EMBROIDERIES
NECKWEAR NOVELTIES
EXCLUSIVE VEILINGS
FINE HANDKERCHIEFS

By-the-Bye:—We have a WATERPROOF CAPUCHON MOTOR SCARF—"The Auto Queen"—to Retail at FIFTY CENTS!

The Sterling Lace & Novelty Company

70 Wellington St. W. - TORONTO

NAIAD
Dress Shields



Win Customers

Cleanliness is a first consideration with a dress shield. It stands supreme in the "Naiad" Shields.

The "Naiad' can be sterilized after use by immersing in boiling water for a few seconds only and pressed with a heated iron.

This is a strong selling point with the "Naiad." Put it clearly before your customers and it will prove the point well made that will clinch business.

The Naiad Dress Shield "is as good the day it's bought as the day it's made." It does not deteriorate with age and fall to powder in the dress.

MADE IN CANADA BY

Wrinch, McLaren and Company,

77 Wellington Street West, - Toronto

THE SMALLWARE HOUSE OF CANADA

FANCY GOODS NOTIONS and TOYS

Matched Sets Featured

Greyish Linens, Stencilled or Embroidered, in Bedroom or Sitting-Room Sets of Pillow Slips, Scarfs, Covers, Etc.—Rep Novelty in Art Nouveau Design

GREYISH linens in coarse heavy weave, are to be the leading line for the coming year. They form the best possible foundation for the solid embroidery effects which are now popular favorites. Other linen shades are the brownish, natural and the bleached. Deep cream was also seen.

Many bedroom sets will be sold during the coming year. The fad for matched effects in curtains, wallpapers and furniture coverings, etc., has extended to linens for cushions and covers. In many cases these will be even matched to the former, making a room done entirely in one color scheme and one design motif. Whether this is done or not, the sets will be universally wanted.

A typical set consisted of pillow slip, bureau scarf, pin-cushion and bag as hair-receiver. The material was cream linen edged with Irish crochet and stamped for working in delicate, Dresden shades of silk. Eyelets would be worked in back and front of the pillow slip and cushion cover and ribbon or cord to match the embroidery threaded through these. A bow-knot in Pompadour blue with pink roses in small garland was a pretty design, the colors being very bright and clear.

A novelty in the set line consisted of deep cream "repp" stencilled in scroll and urn design. This was plainly meant to complete an Adam's bedroom. The shades were soft green and bronze. Lace insertion was used as an edging.

A Living-Room Set.

A novelty set of covers for the living-room, preferably of a summer bungalow, was one of the finest things seen in fancy lines. The material was Jasper, or "Jaspe," cloth, and would correspond exactly with a greyish wall paper in one of the new "Jaspes." The design is taken from the vertical lines in the cross-section of a Jasper stone.

This set came both in brownish and greyish fabric, the cloth being bonazed and tinted. The design conventional of art nouveau variety, was solid stencilling with corded edge and spoked hem. The set consisted of oblong pillow slip, oval library-table cover, round tea-table centre, sideboard scarf and 36" table cover.

Peacock Designs---Their Origin and Vogue.

Solid designs representing the peacock feather, both in natural and conventional shape, were met with in great variety. This seems to be one of the favorites of this year. Done in clear, bright colors, it is certainly a pattern hard to be surpassed for cushions and draperies. The peacock feather has a long pedigree as a scion of the minor arts. It was used by the ancient Egyptians, with whom it appeared in expanded form as a rounded fan, which we still reproduce. It passed on into the more effete Oriental decorations, its skeleton being preserved in some eastern rugs. But Spanish-Mauresque decoration was its happy hunting ground during the middle ages, due no doubt, to Coptic influence in Spain. The whole bird is seen in some of these creations.

The modern form consists of the feather, singly or in group effect, though Queen Alexandra's school at Sandringham has recently produced exquisite specimens of the whole bird, which were bought, copied and re-sold by Liberty's of Paris.

Egyptian and Moorish geometrical designs, and motifs taken directly from the pyramidical friezes are quite commonly seen now on popular selling lines of cushions, scarves and covers. This tendency is probably partly owing to the effectiveness of the highly polished silk flosses when worked in massive, solid designs. Colors correspond exactly, being bright, clear and striking even when seen in the darker tones, many bronzes and old-metal shades are used.

⊙

Fringes and Lace Edgings.

Fringes are popular as ever, many of the cheaper burlaps, woolenized, chiefly being self-fringed in imitation of the most costly monks' cloths. These are ready to embroider, and when this is done, the fringe is tied with wood silk in corresponding tints at each knot. Russia crash, popular as ever, is also seen in this effect.

Lace edgings in very coarse, heavy pattern, natural linen, colored and quite narrow are very much used this season. A few real Irish crochet will be seen on expensive articles.

Crochet edging in all forms is a feature of this year's product. Pillow slips, covers, etc., will show more of this trimming than for many years, and materials for crocheting of all sorts should be in excellent demand.

⊙

Braid Embroideries.

From England comes news of a novelty on heavy linen for cushion cover or scarf. This is the new braid embroidery, done like ribbon embroidery, combined with solid stitch of floss.

Effects resembling enameled jewelry are got by outlining the new, very clear color tones with black, which gives the same "right of way" to the shade as the metal rim-setting does to the enamel. This was also seen in peacock feather design.

⊙

Pyjama Bags.

The latest cry from the other side of the line is the pyjama bag. This is oblong in shape and has a neat folder over the top. The pyjamas are to be carefully squared and placed inside. The bag, which is made of crash, scallop embroidered and with the single word "Pyjamas," may be used for the bedroom or the suitcase in traveling. This will be an excellent idea for women who wish to make a simple and inexpensive present to a relative. The bags may now be had in wholesale houses.

E. H. Code's
SMALLWARES

SELL AND SATISFY!

We have a very extensive range of season's specialties in

Hat Pins, Barrettes, Side and Back Combs, Embroideries and Laces, Trimmings and Hair Goods

These goods will be found to be novel in design, well made and finished, and they will make your Smallwares Department the most profitable in your store!

A full range of Hair Pins, etc.

Write for Samples and Details.

E. H. CODE, 223-225 Queen Street, OTTAWA.

More Money for YOU!

Here's a money-maker that cannot fail to enlarge your connection and increase your profit. Get after Hotels, Clubs and Institutions, and fill their requirements with

LIDDELL'S
Crested Linens

For these uses they are unsurpassed, their patterns being very handsome, their whiteness permanent (they are entirely grass bleached) and their durability very pronounced. Get particulars. No order too small.

R. H. COSBIE

30 Wellington Street West
TORONTO

English Embroidery.

Much eyelet and embroiderie Anglais will be seen next season. Sets as described above were much admired when accompanied by a hand scalloped guest-towel, all being of white damask or plain linen in English embroidery. This is as pretty as and preferred by some to the color embroidered or stencilled sets for bedrooms. Many stamped dress accessories were also seen, for eyelet and satin stitch.

Crochet and Knitting Materials.

Owing to the prominence lately given to crochet laces and to useful wool articles made by hand, retailers in the fancy goods line will find good results from careful attention to the buying during the coming year.

Great demand was felt all through the holiday season for a variety of knitted and crocheted articles, and as most of these would be of home manufacture, the materials should also be much wanted.

During the coming season, dresses will be trimmed with Irish crochet, and many hand-made imitations will be produced by women who love fancy work. A good book of designs, such as English publishers put out, would be an attractive feature, lying open upon the counter of the fancy goods store. Many prominent wholesalers are sending out leaflets of instructions along with their new wools and threads. The up-to-date retailer will see to it that these are secured for distribution among customers.

Opera bags of fine crochet over satin brocade are now seen in leading stores. Imitation Irish crochet is a universal trimming. Tatted and crocheted table mats are being shown by magazines everywhere. Hand crocheted or knitted accessories of all sorts, caps, mufflers, sweaters, mitts, etc., are rapidly climbing in popularity.

For the benefit of the merchant who makes some of her own stock on the premises or who may wish to pass on the information to her customers, we give the construction of the new crocheted aviation caps now most favored head wear in New York.

⊙

How the Aviation Cap is Made.

Materials required :—4 skeins, Eiderdown wool ; 2 skeins contrasting color of same ; 1 crochet hook. (A Hollywood auto toque crochet hook No. 4 may be used.) Chain 3 and join in a ring. Draw up the loop on needle, wool over and pick up a loop in ring, wool over and pick up another loop, wool over and through all 5 loops on needle, ch. 1 thus forming one cluster. Make 8 more clusters in the ring and join.

Second round : draw up the loop on needle, wool over and pick up a loop through the joining stitch, wool over and pick up another loop in same space, wool over and through all 5, ch. 1. * Wool over, pick up a loop in next space, wool over, pick up another loop in same space, wool over through all 5, ch. 1, and repeat from * all around, increasing by putting an extra cluster in every other space.

Third round : increase in every third space.

Fourth round : increase every fourth space.

Fifth round : increase in every sixth space.

Sixth round : increase in every tenth space or 3 times in round.

Seventh round : increase in the sixteenth and last spaces.

Make four rounds without increasing ; then draw a loop of the contrasting color through and turn, working 6 rounds, from the other side, to form the turn over.



Modish Gowns Demand CORDELIERE BAGS

Continuing Popularity Assured

Sizes, Leathers, Fabrics,
The Special Spring Colors.

Belts, Traveling Slippers,
Thin Model Brushes.

NOTHING could be better suited than these Cordeliere Bags to the narrow skirts now in vogue. Their effects are in perfect harmony. Medium sizes will prevail with Black, Topaz, Brown, Italian Blue and Navy the leading colors. Materials will be Suedes, Mochas, Fine Long Grain and Fine Cross Grain Moroccos in the colors named; though the fastidious will continue to adopt Tapestries, Paisleys and Indias. These conditions will prevail all through Spring, Summer and Early Fall. Our goods unite Quality and Style. Remember Belts. Also Soft Folding Traveling Slippers and Thin Model Brushes.

P. W. LAMBERT & CO.

Manufacturers of Fine Leather Novelties **64-66 Lispenard St., NEW YORK**

SCHLOSS THE BELTMAN

Great Demand for Elastic Belts!

I HAVE THE STRONGEST LINE—
ALL FIRST-CLASS SELLERS!

JOIN THE PROCESSION.
CALL OR WRITE FOR SAMPLES.

LOUIS SCHLOSS, No. 621 Broadway NEW YORK

We stock every line of **LACE** and **EMBROIDERY** trimmings suitable for manufacturers of Ladies' Garments and Neckwear.

NOTTINGHAM — CALAIS — PLAUEN — BARMEN

Spitzer Bros. & Co. Limited
HEADQUARTERS FOR IMPORTED
Laces Embroideries Nets etc.
63-65 BAY ST. TORONTO
J. FRED LEITCH MANAGER

Send for Samples

Buy from us and you deal with the manufacturer and you SAVE the middleman's profit.

Montreal Representative, JOHN McBOYLE, 314 Coristine Building.

Of Interest to Canadian Millinery Trade

Dainty Hats for Children

Same Shapes Follow Those Shown for Elders --- Beehive, Coolie, Mushroom and Bonnet Effects --- Much Ribbon Used

Even in children's millinery, there is an unusual number of distinctly different models shown, and what is more to the point, they are of extra daintiness and charm. Though the drooping mushroom models are still strongly in evidence they do not have the monopoly they have had in the past few seasons.

The Review is illustrating three excellent shapes that are as practical as they are new.

This year, the variety of shapes observable in the millinery shown for their elders is also present in children's millinery, and instead of one type doing duty all along the line there is enough variety displayed to make the millinery for little folks specially interesting.

Mushromm shapes are by no means dispensed with, but they are not the whole story this Spring. As an example the Review has selected three models each entirely different, aod which ought to be very useful to milliners who are from time to time asked to make up something distinctive in children's headgear.

One hat is for an older girl, say from eight to fourteen. It is on the lines of the new Alpine models and is distinctly new without being in any way extreme. It is a made hat and is developed in pyroxaline braid, fancy flowered silk and velvet ribbon. The head size is large and the brim, narrow in front, droops well over the face, while at the sides and back it rolls up somewhat abruptly. The hat shown is of pyroxaline braid in beige shades, the flowered silk being in oyster white, embroidered with tiny flower effects in soft blue pink and olive shades. The ribbon velvet being in bright cherry red. This model would lend itself perfectly to many other color combinations.

Another hat is a dainty little bonnet of unusual, but becoming shape. It is of pale blue chiffon over silk of the same shade with a narrow, pliable straw braid laid on in a braiding pattern. The brim is of uncut velvet edged with a shirring of chiffon over silk and at the left side is a tight bunch of June roses in deep pink shades with a fringe border of fine foliage and forget-me-nots. At the back of the bonnet is a large flat bow of blue moire ribbon with long streamers.

A third hat has a high round crown and drooping brim and is fashioned out of a hood of fancy Tuscan straw in a deep maize shade. The underbrim is faced with crepe-de-chine scantly shirred and leaving a soft flounce around the face which forms a foundation for the ball fringe of satin finished straw that borders the hat.

Pale pink liberty satin ribbon drapes the crown and there is a small chon of the satin ribbon on the left side and a larger one on the right. The crown drape ends under this chon and loops, and ends droop over the brim to the shoulder, the ends being finished with the same ball fringe that encircles the brim of the hat

A pretty bee-hive shape of blue pyroxaline straw was faced with blue mousseline to match and had a flounce of valenciennes lace edging the brun. A collar of black satin with a pleated flounce of blue mousseline falling from its lower edge over the brim had a shower of long stemmed field daisies covering it in fringe fashion. From under the collar at the sides, came ties of black liberty satin that formed a bridle under the chin.

Another smart little hat was a coolie shape in fine Milan straw with brim and crown in one. This hat was bound and faced with cherry and velvet, and had a wreath of long looped bows of cherry red velvet ribbon around the crown mixed with dangling bunches of black and red cherries. Pretty Breton bonnet shapes are of eyelet embroidery the underbrim being of chiffon shirred on wires. There is a drape of liberty ribbon around the crown, bunches of mixed flowers placed at each side, or there is just one rose tucked into the folds of the ribbon.

Ribbon always plays a most important part in the trimming of children's millinery and the many pressed straw models are trimmed with drapes, pleatings, chons, cockades and bows of velvet, satin, or taffeta ribbon.

Alpine shapes are shown in Milan and fancy straws, as also the new Breton sailor models and for trimming hats of this kind quills are often used.



Dainty made hat of pyroxyline braid fancy silk medallions and velvet ribbon.



Breton bonnet of silk, satin braid and Moire ribbon.



Hood of fancy tuscan straw, trimmed with liberty satin ribbon, ball fringe and crepe.

Little Darling and Little Daisy



Children's Hosiery

Mothers who once buy a pair of LITTLE DARLING or LITTLE DAISY stockings come back and insist on "the same kind again."

This is the reason, in a nutshell, for the constantly increasing sales of these two popular brands of Infants' Hosiery.

Made in black, tan, cardinal, sky blue, pink and cream, and all sizes for infants' and young children's wear.

ORDER FROM YOUR JOBBER.

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland,

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.



THE MONARCH KNIT

Announcement for 1911

WE have pleasure in announcing a big increase in the range of knitted goods we are showing for the coming season's trade, an increase to our already extensive lines that makes the "Monarch" range far more complete than any other on the market.

The "Monarch" salesmen are now on the road with samples for 1911 trade and no dry goods man can afford to overlook these splendid goods.

Among the many new lines we have added which cannot fail to prove attractive and rapid sellers we may mention a large range of

Aviation Caps
Automobile Hoods and
Men's Motor Scarfs

It is to your interest to hold your orders till you have seen our travellers.

MONARCH KNITTING CO., LTD.

DUNNVILLE

St. Catharines -:- St. Thomas -:- Buffalo

FIT STYLE AND QUALITY FINISH

THE MONARCH KNIT

"Monarch" Knit Coats and Suits

are miles ahead of the next best in

Sales and Satisfaction



THE '910"

A full range of Ladies', Men's and Children's Coat Sweaters, Toques, Mufflers, Petticoats, Slippers, in a large variety of colors.



THE "COUNTESS NO. 4

The Monarch Knitting Company, Limited

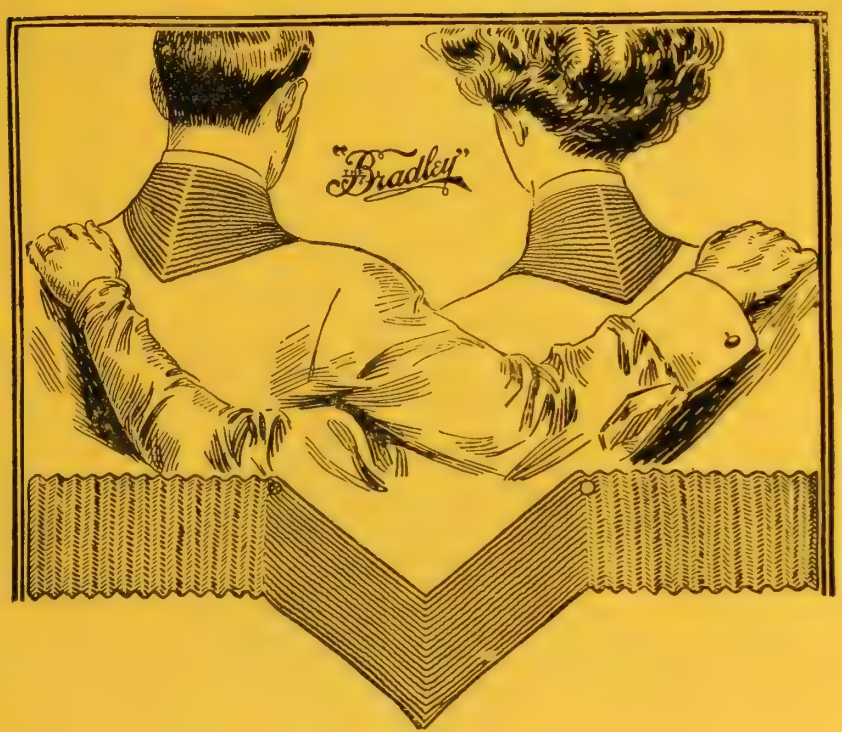
Dunnville, St. Catharines, St. Thomas, Ont.
Buffalo, N.Y.

FIT STYLE AND QUALITY FINISH

THE MONARCH KNIT

The "BRADLEY"

Full Fashioned Muffler



A genuine insurance on the volume of your Muffler sales! The "Bradley" is the ONLY muffler with the genuine "V-Neck"—the part that fits! Made solely from the finest Egyptian mercerized yarns.

Price for 1911 $4.00 per dozen

The Monarch Knitting Company, Limited

Dunnville, St. Catharines, St. Thomas, Ont.
Buffalo, N.Y.

FIT STYLE AND QUALITY FINISH

THE MONARCH KNIT

FOUR BIG FACTORIES MAKING MONARCH KNIT GOODS



ST. THOMAS FACTORY



BUFFALO FACTORY



DUNNVILLE FACTORY

Monarch Knitting Company, Limited



ST. CATHARINES FACTORY

Dunnville, St. Thomas, St. Catharines, Ont. and Buffalo, N.Y.

FIT STYLE AND QUALITY FINISH

THE SUN OF

PUBLIC APPROVAL

ALWAYS SHINES



ON

WATSON'S UNDERWEAR

FOR MEN WOMEN & CHILDREN

WATSON MANUFACTURING CO., LIMITED

PARIS AND BRANTFORD - ONTARIO

Season in Which Many Unique Colorings Will be Featured

Conditions in the New York Market Described — Effect of the Ding-a-ling and Polo Cap — Corals, Blues, and Combinations of Purple with Cerise Very Strong — Black and White Holding Their Own — Lace has Arrived.

Staff Correspondence

Office of The Dry Goods Review, 115 Broadway, New York, Feb. 1.

THE season that has just passed, to make room for the one to come, was let go without any regrets by the majority of the millinery trade, not only in New York but all over the country. The rather poor showing was attributed to the ding-a-ling hat furore. To be sure this curious fashion in headwear called for little or no trimming and that, of course, was bad for business, but the house who foresaw this craze and was prepared to meet it by "having the goods" made money. The percentage of profit in this style of hats is of course small, but they were sold in such astonishingly large quantities that the net result was satisfactory. The ding-a-ling did its real damage to the small milliner, who could not hope to compete with the department stores in selling these goods.

The Ding-a-ling and Polo Cap.

Another handicap was the polo cap of worsted which refused to be kept in its proper sphere—which was for outdoor winter sports—but edged its way in, until it became second in popularity only to the ding-a-ling and was really capable of greater damage since many of the worsted hoods were made by the wearers, or some of her friends. The writer knows personally a young woman who made six dozen of them at two dollars a piece, turning out four a day just before the holidays, for one of the large Pittsburg department stores. With the advent of warm weather, however, the worsted cap must of course receive its death blow for, quite naturally, they are rather warm. This is true of the ding-a-ling to a smaller extent, for covering the head closely as it does, it would of course be a most impractical summer fashion. Manufacturers are, however, offering them for early Spring wear, and they are having some sale for Southern tourist wear.

A good many of the hats shown at the first openings which took place the first and second weeks in January, were soft, particularly, of course, the turbans and close fiting toques. It looks as though there was cause for rejoicing among the hand-made people for the smaller hats and turbans are nearly always in that category, while the large hats, and there are many that might only be described as enormous, are usually pressed.

All Straws are Good.

Practically all straws are good, particularly tagal hemp, Jaras, Manillas and fancy Japs. The latter are most often seen in high and mixed colorings which are this season referred to as Indian shades. The Indian idea is introduced, not only in colorings, but in beads, for beads are the ornament of the hour, and in the method of mounting feathers.

The costume world are talking glibly of the Racamier waist line and the Racamier mode, but so far there is no particular person or personage being responsible for the new hats. They are picturesque enough to be inspired by the old masters, but they seem to be a resume of the whole rather than a repelca of any one.

Almost Everything has its Use.

The trade has every reason to expect a good season for this very reason. It does not look as though there would be a run on any one style, material or colors. It is far too early to make a definite assertion to that effect of course but, at present, almost everything has its use. It is a coral season, but it is also a season of blues, and combinations of purple with cerise are very strong. The English wallflower shades are strong and black and white holds its own surprisingly, the combination being understood. Black, blue and white are as often combined as they were in the season passed. Germaine has sent us several smart turbans in very dark blue chip, stiffly trimmed with white wings, arranged high, and over the crown, and broad black and white strip ribbon caught with a flat button of smoked and mother of pearl, also stripped and looking of course much like the ribbon, which, by the way, is usually white satin with black velvet strip although sometimes it is entirely satin.

Great Assortment of Flowers.

A good flower season is expected. This preference is for small and medium-sized flowers. Roses, particularly moss, lead and then follow a never-ending assortment in which small pansies, the single Russian violet, forget-me-nots in almost every color other than their own, lilacs, white and purple, cowslips and French daisies stand out prominently. It would not be unusual to find all these and more on one hat, for that matter. The arrangement of the flowers, is of course, varied. Roughly speaking, however, a severe, or rather a flat, stemless arrangement is most in favor, although when the larger flowers are used, they are often arranged to nod from long stems, falling over the crown either from the side or back. On the large flat brim hats, it is not unusual to see a chain of small flowers applied flat to the brim, say about an inch or two from its edge and on either the upper or lower brim. Occasionally, the flowers will be on the upper brim across the front and on the lower at the back, the brim, sometimes a pleat or fold at either side. Generally speaking, large hats are not only low but are inclined to be of simple outline, usually almost round, if one excepts the pleats mentioned above, and the dashing off-the-face models, which, however, are smartest in smaller sizes.

Lace has Arrived.

After two or more seasons of endeavor to establish lace as a favorite millinery trimming, lace has "arrived." Lace houses in this vicinity are wakening up to the advantages of the occasion, and are resolving to make hay while the sun shines. Chantilly, barbe, point Venise and Planen laces appear so far to be the favorites. Lace is used, however, to trim rather than for the foundation of a hat. Indeed when it is used on the shape it is almost always put on either plain or otherwise over straw. A good idea for facing, seen many times in the last few weeks, is to veil velvet with alover lace of rather fine mesh and design. This idea has been featured before using chiffon instead of lace, an effect which is still seen. Large hemp hats of the pressed variety are stunning when faced with a wide Chantilly flouncing, the border of the lace extending to about an inch of the brim. Several very ornate arrangements of lace have been seen on the imported hats, one suggesting a willow plume, flowers being put along the wire from which the lace falls.

LADIES' WEAR, LIMITED Makers TORONTO



No. 2126. $36.00 doz.

No. 2126. A fine Lawn Waist with a semi-butterfly sleeve, hand loom embroidery in eyelet effect, and trimmed with real linen Cluny insertion.

No. 2123. All-over effect in raised embroidery, butterfly sleeve, and trimmed with very fine Val. Laces.

These two Waists are new, smart in appearance, and will be a credit to any high class ladies' furnishing department.

See Salesmen or Write.



No. 2123. $39.00 doz.

SERVICE

is a general word often used without meaning, but in this case it means specialized production.

We have the experience, the method, the equipment, and the men which make for success in this line of business.

Specially regarding Lawn Waists, we have a complete new factory doing this line alone. Our operators are all high class and consequently do not turn out articles other than correct in fit and finish or the "money back if not satisfactory" variety.

Our selling staff of 17 regular men are pretty nearly "everywhere at once" and at your service.

Ladies' Wear, Limited

Toronto

F. P. EVANS, President

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DRESS ACCESSORIES AND NECKWEAR

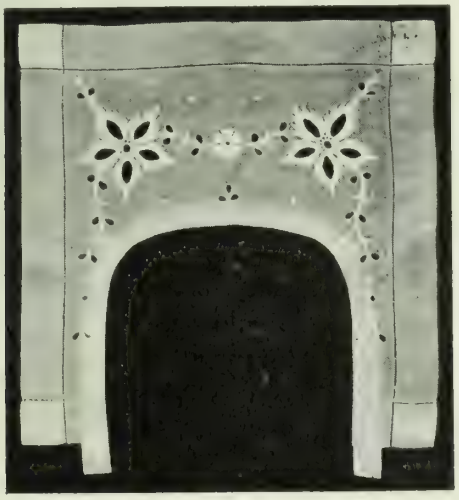
Fichu and Sailor Collars

Many Variations on the Popular Dutch Collar — Irish Lace Much Used — Jabots in All Sizes

WITH Dutch collars as the leading sellers for Spring and Summer 1911, not only are manufacturers putting out a great quantity, but many novel style features are seen, the fruit of clever invention and of imported "wrinkles" from Paris. The retailer should emphasize in his advertisements their salient talking points, so that the public may see that the Dutch collar of to-day is in many cases entirely different from last season's.

A high novelty is the sailor collar with fichu ends. This is shaped low at the back in round outlines, and pointed in front, calling for the use of a yoke. Other styles are a little higher in front, meant for low-neck Summer dresses. These collars are developed in lace for wear on coats as Spring advances, and in lingerie for blouses. The latter show free use of insertion, lace and embroidery, and of the new combination lace and embroidery effects.

Point de Venise is now seen combined with embroidery in the new neckwear. These styles would be extremely costly were it not for the fact that they are made in one piece on the special machines. The effect is extremely rich. For general selling, however, nothing will be better than the new shapes carried out in lawn or mull with val. or torchon trimmings.



Sailor Collar of fine Swiss Embroidery, Hemstitched Border. Shown by The R. D. Fairbairn Co., Ltd., Toronto

Many fichus of lace and lawn will be seen on the Spring model dresses. Some of these fichus are removable, and can be worn with several dresses, while others are made of the material of the gown, with lace trimmings. Fichus of mull were seen with colored polka dots. Embroiderie Anglais will be much favored along with the Irish, for coat collar and cuff sets.

A Touch of Color.

A very noticeable novelty is a touch of color, usually in the form of a tiny dot. Fichu sailors have it in black, pale blue or pink, and many have a colored stripe around the hemstitching. Jabots have a splash of bright color in satin, or of dainter shade in meshing goods. Many embroideries, both on collars and jabots will be done in colors.

The Tennis Collar.

A tailored collar for tennis is now on the market. This is a stiff, laundered style on the Eton plan at the back, but much lower and with greater flare. In front the collar dips to a deep V leaving the throat quite free, and making a cool and comfortable sporting article. Carried out in embroidered linen, or with little open work motif in the front, and mounted on a deep, firm underform, calculated to hold its shape, the Tennis collar should be a welcome addition to the Summer girl's wardrobe



Coat Set of Linen and Guipure Lace — Shown by The R. D. Fairbairn Co., Limited, Toronto.

Other stiff varieties come in the usual high, plain styles, both embroidered and with open-work corners. A touch of color will undoubtedly be featured on these also in the near future.

French Knots as Novelty.

Black French knots give the desired touch of "chic" to fancy stocks or jabots. Frequently a combination will be seen of linen, lace and these knots done upon the lace, in a collar which may be washed, but they are more generally seen in the more dressy stocks for Easter trade. These knots are really an invitation of jet beadings popular in Paris.

Hair Nets



"HOLD TIGHT" No. 43

SELF ADJUSTABLE, REQUIRES NO PINS

The only Net which deserves the name or to be called "Self Adjustable."

Made of Real Human Hair in all shades, shapes and sizes.

"HOLD TIGHT" No. 25, 31 and 37 require only two pins to keep them in place. Made in cape shape.

Let us send you samples and quote prices

LEOPOLD PFEIFFER, Vienna VIII

The Greatest Austrian Hair Net Manufacturer

Sole Representative for U S.A., ADOLF KLAR
595 Broadway, New York

Sole Representative for Canada, ERNEST EKSTEIN
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PARASOLS
AND
UMBRELLAS

Special Attention

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Letter Orders

THE IRVING UMBRELLA CO.

LIMITED

79-83 Wellington St. West - Toronto

Great Jabot Season Has Now Begun.

Jabots show a great variety of styles, both in those that come sewed to the collar and in the separate numbers. On the whole, the tendency is to deep close pleats and considerable length. Side-pleated effects are freqently carried half way down, to end in a cascade. While many are given a one-sided appearance by slanting the ends. Collars with a double jabot, one end of which is looped over the other and the whole pinned down with the new Bolero pin, are coming in in round Dutch, square, and sailor shapes.

The tailored jabot is represented by the neat little, embroidered, double or triple tab to be worn with the mannish collar. Frequently these are taken apart and mounted on pleated nets or point d'esprit to give a longer effect. A few embroidered Dutch collars have these tabs to match.

The regular lines of net and lace jabots show color, as above mentioned, usually in the form of an inset of satin. Dark blue and flame or cerise are much favored for the purpose.

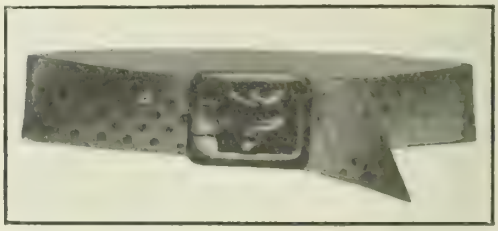
The Belt Situation

Nothing New Has as Yet Appeared, but Staple Lines — Elastics, Suedes and Wash Belts — are Going Well

As the season opens up and nothing strikingly new appears in other lines, it becomes pretty certain that the embroidered wash belt is to be the feature of the Spring selling. This comes in styles calculated to win approval on sight, and many merchants are enthusiastic over the new stock.

There is but one possible danger ahead, and that is the putting of these articles on the market too soon. Last season's lesson should be enough for the time. The belts were shown the public before sales could reasonably be expected. Then the prices were cut and cut till the stock cleared out. Later when the natural, seasonable demand came on, the goods were not to be had.

The new belts are good style and extremely cheap, but a stock salted with the high novelty numbers at medium to high prices will attract more attention and sell just as well. These consist of the lace and embroidery com-

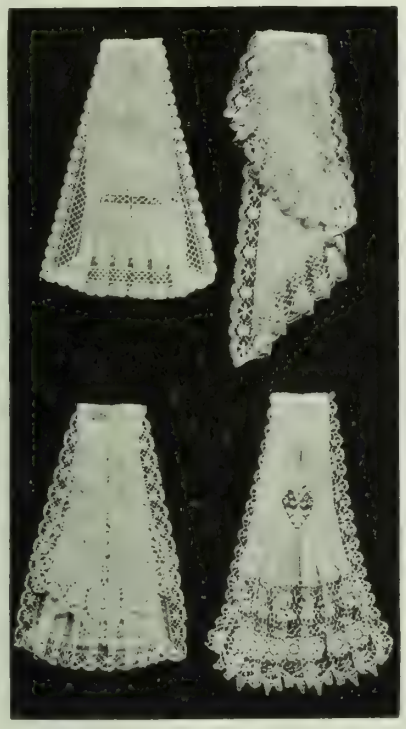


New Effect in Patent Leather Belt, dotted with Self Color. Shown by The R. D. Fairbairn Co., Ltd., Toronto.

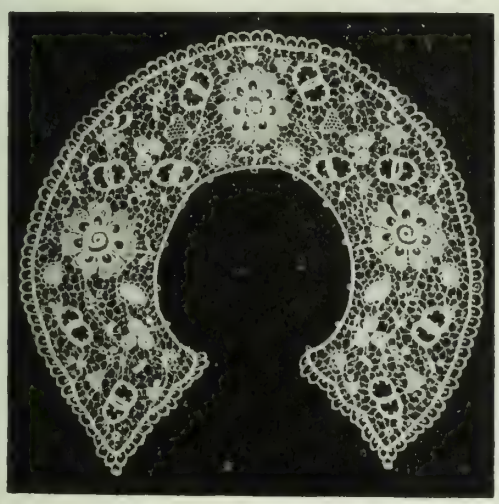
bination effects, a few very fine English embroideries, and some medallion trims of Irish, with real crochet roses, on finest of linen. These are to be had with good, stout linings to give body to the belt and covered or pearl buckles.

In popular as well as more expensive lines, touches of color, in dots or floral embroidery, are seen. Hemstitched belts have stripe of color. Black and white will be widely used.

Elastics, studded and plain, are selling well as ever, and expected to hold steady through the coming season. Suedes are the favorite leather style, and all dark colors are represented. Shapes include the polaire with its many covered buckles. These are expected to open up very briskly in a few weeks.



UPPER, 8228 $1.25 doz. 8422 $2.25 doz.
LOWER, 8426 $2.25 doz. 8431 $4.00 doz.



1200 - $2.25 doz.

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QUALITY

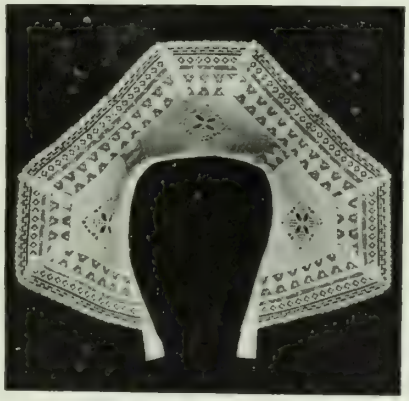
SUPERIOR
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LOWER
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AN
INSPECTION
OF OUR
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OF
NECKWEAR
BELTS
APRONS
AND
LEATHER
BAGS
WILL
GIVE
PROOF
OF OUR
CONTENTION



8440 - $1.35 doz.



8484 - $2.25 doz



8468 - $2.25 dozen Sets

Flett-Lowndes & Co., Limited

MANUFACTURERS

TORONTO, - - - ONTARIO

R. D. Fairbairn Co. Limited

Novelties of Distinction

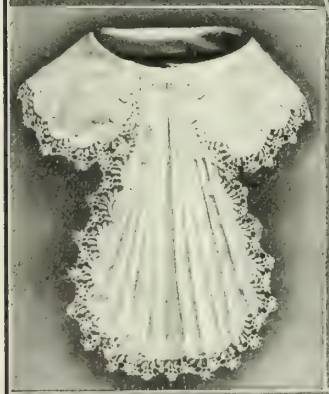


D 1813-2.25

Style and Value has been the Ideal of our success Perfection in Quality has held it. Our latest 1911 Novelties are more attractive than ever They will increase the Demand and profit your Neckwear Belt and Frilling Departments.



D 1844-2.25



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R. D. Fairbairn Co. Limited.

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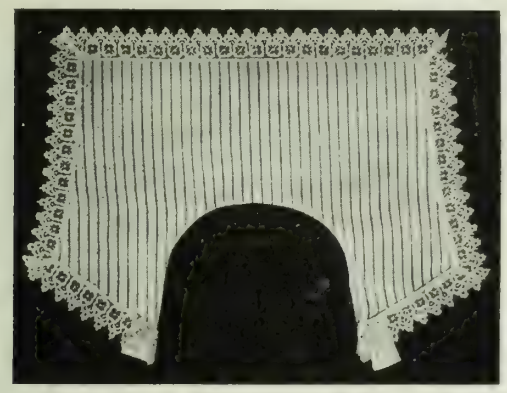
President Rhys D. Fairbairn. Vice Presidents F. J. Knight. W. C. Cliff.

107 Simcoe St. Toronto.

Veilings and Scarfs

Fine Meshes and Chenille Dots the Rule — Magpie Effect in "Marriage Veiling"—The New, Wide Scarves in Shawl Shape

Chenille dots are much featured in the new veilings as also are the very fine meshes. Hexagonals with figures at intervals, not so conspicuous or disfiguring as recently, are a leading line. Spider web grounds are much used for the chenille dots, and for the simple woven dot also. The former are usually more expensive, though they also appear in popular numbers. A veiling was shown as a high-chass novelty in which there were 2,000 dots to the yard, each put on by hand ; nor was this veiling unusually expensive.



New shape in Dutch Collar made of Fancy Mercerized Mull, assorted Color Stripes. Guipure Lace Edge. Shown by The R. D. Fairbairn Co., Ltd., Toronto.

Veils are worn much more loosely than for some time, many being draped in such a way as to completely cover the hat. This is possible only with the fine meshes, which do not spoil the appearance of trimmings, while at the same time protecting them.

Several novel features were seen, including a rose in conventional outline formed of chenille dots on a small diagonal mesh. Black and white effect, called "marriage veiling" had the background of the latter, and was of five thread square mesh. Lace veilings will, as usual, be seen in white for Summer wear.

The scarf of the moment is in shawl shape and width, measuring 2½x1½ yds., and having deep, fancy border, in soft Dresden colorings. This scarf is worn in the evening about the shoulders, draped loosely over the arms, and having trailing ends. Fringed varieties are much used in Paris. Summer wraps of varying weight will be in the same form as these crepe and chiffon scarves.

Many made scarves will be in demand for Spring and Summer wear, particularly for taking to Summer resorts as accessories to dancing frocks. Chiffon shirred on the plain length, and swansdown trimmed on the sherrings, is a dainty novelty. Combinations of chiffon or satin shot effects with plain will be also much seen.

A new Spring Paquinette was of black satin with shot blue and tan lining, for wear with black velvet suit.

Dress Trimmings

Beads Particularly Strong in Black, White, Coral and Turquoise — Egyptian Bandings — Wide Braids for Suits

Porcelain beadings are now seen on net in all-over effect in use as crowning for Spring hats, as well as for dress trimmings. Frequently hat and dress will be matched in this respect, the chalk or porcelain beads being used on both. The popularity of this form of trimming for scarves, berthas, and all evening accessories is assured.

A handsome filet net banding has embroidery of white dots in effect exactly like the porcelain beadings, but lighter in weight for soft Summer dresses.

Coral in passamenteries and in small band trimmings will be much favored for dressier gowns. Steel is widely seen, usually in connection with the magpie and jackdaw effects, and New York and Paris show much turquoise. With the return of the bolero, fine opportunity will be given for the production of fascinating fish-scale and bead combinations for evening wear.

Egyptian solid designs and soft, dark colorings are a feature of the new band trimmings on cashmere, Brussels or filet net. These are similar at first glance to the recently favored Persians, but on inspection are seen to be plainer and decidedly more effective. They are odd and give a needed touch of originality to a dark costume.

Wide braids will continue the universal shirt and coat trimming for all tailored suits, black being the great seller. The new, short coats are specially effective with this trimming around the edge.

Laces and Embroideries

Great Run on Irish in All Forms — Guipure and Point de Venise Follow — Scallops Running Into Venetian Points in New Embroidered Bandings

In trimmings of all sorts, bandings in graduated widths for skirts, allovers and medallions, Irish lace is very popular. Insets of Irish are the feature of embroidered trimmings in styles as enumerated. Lingerie dresses will be trimmed heavily with this popular lace along with the lighter weight laces and with embroideries. Imitations are scarcely distinguishable from the real lace this season.

Broad trimming bands running round the skirt a few inches from the bottom show deep or shallow scallops on both edges, some of these running into Vandyke points. Frequently another lace such as Cluny or point Venise will be used on the same skirt, alternating with the wide band. Broken band effects are also seen, the front gore running up in semi-princesse style with vertical trimmings. For lingerie dresses, the leading feature will be the banding sets in two or three widths, with, perhaps, an all-over to match.



Flat Suede Leather Novelty Bag — Manufactured by Flett-Lowndes & Co , Ltd., Toronto.

Irish crochet motifs, both real and imitation are seen as trimmings on the new collars, jabots, belts and blouses. In several instances, large motifs were worked into lingerie dresses. Small crocheted roses were used on the fichu collars, and in place of buttons as trimming on lace blouses and fancy coats.

Medallions of lace and embroidery in Irish both picot and crochet will be a feature of the new blouses. Very large pieces occur, and many berthas and fichus in one-piece effect will be used.

All-overs consist of lace, Irish and the flat laces, all-over embroideries, and the mixed effects with medallion motifs of lace at intervals. Val. all-overs will meet the usual demand, and the market holds steady in nets, plain and embroidered, for blousings, the all-over embroidery effects preferred.



Hunting Stock of Fancy Poplin in Assorted Stripes. Shown by The R. D. Fairbairn Co., Limited, Toronto.

Touches of point d'esprit on the newest accessories seem to point to a revival of the popularity enjoyed a few years ago by this effective net.

Many trimmings of Guipure lace and edging are seen and will increase as the season advances. It is to be a fine year for filet nets and laces, and combinations with embroideries. These are seen in washable varieties and also in the metallic laces, including cream thread with pale gold admixture, which will be used on dressier Summer creations.

Great Variety in Parasols

General Tendency Excludes Frills and Lace — Novelty Effects in Silk and Linen, Figured, Striped and Plain

Great variety of color and fabric is seen in the parasols for Spring and Summer, 1911. While plain shapes of 23 inch frame and 15 inch handle are favorites for genral trade, there are many canopy tops in use on more expensive models, with 12 and 8 ribs.

Handles come in novelty woods, and a very wide range is allowed for the pleasing of individual tastes. More than ever before, plain silk parasols in medium to fairly dark colors are seen and this means the directoire stick, in shadings and style not unlike the umbrella handle of the past season. Many carved ebonies, green or of color to match the canopy are seen. The dark, slightly-colored wood presenting a fine contrast in its dull-finish to the silk cover.

Other handles for the lighter-covered parasols include cream enamel in both stick and crook shapes, and in the new pistol shape. Many of the light woods are tinted to match the parasol, and some very dainty effects were seen in the much-favored, modified table tops. A small mirror was set in one of these, another was covered like a big, brown daisy and tinted to correspond. Frequently the flower head would be tipped to one side, making a resemblance to the pistol-shape handle.

Enamel is much used in Dresden shadings of the softest and most delicate kind, carrying out the general color scheme.

Gold ribs are the universal rule in all parasols, a very few silver being also seen.

Wide Range of Color Schemes.

Owing to the total absence of lace or chiffon frillings, or of any sort of fluffy trim on top or underneath, the parasol maker has turned his attention to color combinations and to the general cut of the parasol, with the result that a very neat and effective article, not easily soiled, is now on the market. On the whole, parasols are small and well-rounded, and the canopy top is the rule for all dressy numbers. This gives an exceedingly graceful outline.

Color effects include the new coronation blue and the free use of black and white stripes and checks, horizontal and vertical, and in all sorts of combinations, both of themselves and with borders of soft, huge, crushed-looking flowers in Dresden shadings, usually of rose and pink. One such parasol was wonderfully pretty with deep grey pin-stripes on white as a ground, and Dresden border.

Poppies are a favorite flower border, used on buff-colored taffeta or raw silk. Pongees show Persian touches, usually in the form of band trimming either on top or underneath. While embroideries are very good, the vast majority of popular lines are of goods specially printed and woven for the purpose, with horizontal, sometimes varigated by vertical, stripes of contrasting color in satin, or mercerized, or with polka dots of the same. The favorite ground to show up these effects is the natural linen shade, the buff and the raw silk.

The Materials.

Great favoritism was shown last year to the practical parasol of plain, unlined, dark taffeta silk, and increased trade is confidently expected during the coming season.

Waterproof silk in deep green, coronation blue, prunelle, Parma and brown with hemstitched border and, perhaps, a band of Persian trimming, or of the new Egyptian trimming, placed inside the hem underneath, is the material used. This style of parasol with carved directoire stick shaded to match, and handsome cord and tassel will be a fine seller, especially early in the season. Many have edge of tape instead of hemstitch, this style being practically an umbrella.

Many taffetas will also be seen in the lighter-colored, dressier numbers. These included a soft shade of reseda with under-trimming of Paisley band inside the border, edged on either side with Valencian insertion. This Paisley held a strong glint of rose which tended to brighten the whole effect. Shrimp pink was used in the same way.

Other taffetas are embroidered in self-colored on dark grounds with, possibly a little touch of trimming beneath in contrasting shade. Many plain creams and some whites were seen, but it is widely held that natural shantungs and raw silks will be better in these lines, as they do not show the dirt and are very flexible.

A novelty taffeta was striped black and white, with ebony handle and cord and tassel to match. Magpie and jackdaw parasols abound, and in each case have the handle in black or white according to the dominating color note.

THE GLOVE HOUSE OF CANADA

Fall Glove Announcement

Entire Lined Gloves

The entire range of Perrin Men's Lined Gloves has been revised, using better class linings than ever before. They retail from $1.50 up.

Fine Angora Wool and Silk make a lining never before approached and not previously shown.

While all numbers of Men's Silk, Wool and Fur-lined Gloves have been improved, Prices remain the same.

Ladies' Lined Gloves in Silk, Wool and Fur. A very wide variety.

Men's Wool Gloves. A very strong line. Many new numbers.

Kayser Fabric Gloves for Fall

LADIES' SILK AND CASHMERE KAYSER GLOVES

These Gloves are world favorites, and enjoy a splendid reputation in Canada. Very thorough consumer publicity will widen their popularity all over Canada. Merchants have appreciated the opportunity to sell Kayser Gloves.

The Same Numbers--The Same Prices as in U.S.A.

The entire salesforce all over Canada is now showing the above lines.

PERRIN FRERES & CIE.

28 VICTORIA SQUARE - MONTREAL

RIBBONS

Our reputation for these goods is established and our new lines are better than ever.

If it is RIBBONS, we are the people to look to for the new things. RETAILERS who keep an eye to business know that for EXCLUSIVE lines and real values we are always to be counted on.

IT PAYS TO TRADE WITH
A SPECIALTY HOUSE

Walter H. Barry & Company

The Ribbon House of Canada

Cor. St. James and McGill Sts. MONTREAL, P.Q.

COIFFURA "TIDY-WEAR"

PATENTED **FRINGE NETS** REGISTERED



Made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening
5 Sizes—R 20, Medium R 22, Large R 23, Extra Large R 24, Allover R 26, Superfine
ROSENWALD BROS., Sole Manufacturers and Patentees, London, Paris and Vienna. Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc
Sole Agents for Canada: DIECKERHOFF, RAFFLOER & CO., Limited, Cor. Simcoe and Wellington Sts., Toronto, and 525 St. Paul St., Montreal



ANNOUNCEMENT
TO THE TRADE
SPRING LINE—1911

We desire at this time to call the attention of our many customers to the marked change which has taken place in the style of Ladies' Collars.

After a long and successful sale of fancy embroidered collars, the pendulum of fashion has swung to the other extreme, and linen, French repp, and pique, in decidely plainer effects, have become the vogue.

The latest Parisian styles, in a variety of shapes and heights, are found in our samples.

Ladies' soft Lounge Collars in white sylken and French repp, complete with pearl fasteners, are novelties in ladies' outing neckwear, for which a large sale is predicted.

If you want the correct Ladies' Collars for 1911 we have them.

Wait for our salesman.

THE WILLIAMS, GREENE & ROME CO.
Limited

Factories: Berlin and Hanover. BERLIN, ONT.

Response to the above advertisement has been magnificent and the endorsation of our Spring styles in Ladies' Collars for 1911 most gratifying.

Have you seen them?

Write us for sample or for a salesman.

THE WILLIAMS, GREENE & ROME CO.
Limited

RYAN WALKING GLOVES

RYAN DRIVING GLOVES

GUARANTEED GLOVES

The "Ryan Guaranteed Gloves" have gained a prominent position with glove buyers solely on their merits.

None but the best material used. Workmanship the highest. Range of styles most complete.

RYAN The Sign of the Guaranteed Glove RYAN

GUARANTEE

This pair of Gloves is guaranteed to give entire satisfaction. Should it prove defective in material or stitching, we will repair or replace same if you will return them to us with this ticket.

THE ROBERT RYAN CO.,
THREE RIVERS, QUE.

RYAN The Sign of the Guaranteed Glove RYAN

This guarantee with every pair. The buyer is running no possible risk when buying the "Ryan Guaranteed Gloves."

Increase your sales by stocking our goods.

Sold by Leading Wholesalers Throughout Canada.

The Robert Ryan Company

THREE RIVERS, P.Q.

E. H. Walsh & Co., Selling Agents, Toronto, Ont.

BRANCH OFFICES: MONTREAL, WINNIPEG, VANCOUVER.

The Sign of the Guaranteed Glove.

The Sign of the Guaranteed Glove.

AUTO GLOVES RYAN

WORKING GLOVES RYAN

A novelty in taffeta consisted of a white searsucker horizontal stripe, with border of Paisley band trimming in very mixed, delicate blues and browns. Mercerized silk and linen combinations resembling raw silk are much seen in cheaper lines, chiefly trimmed with stripes or dots. Prettier than these and not greatly more expensive are the satin striped or dotted real raw silks mentioned above. Either line is presented to the public in better styles at more reasonable prices than ever before.

The usual supply of lines is supplemented by canopy top numbers with colored borders. When the natural shade is used, bright colors give a lightening touch. Oyster white, with handle to match appeared in a specially handsome number in this fabric. Gay flowers and wide, bright-colored stripes were fine selling numbers.

The usual popular line of embroidered white lines will appear for Summer selling and these are favorites as ever.

Rajah and tussore will be used with Paisley borders in shrimp, saxe and navy. An all-paisley pattern in Dresden shades was of satin.

Children's Parasols.

Parasols for children, ranging in price from 25c to $1.50, are plain and fancy, many embroidered linens being demanded. The seventy-five cent line is counted one of the best sellers for the general store.

In respect of shape and variety, the children's articles resemble those for the grown-ups, having canopy tops, eight ribs of gold, and new style handles. Rajah, tussore, taffeta, raw silk and mercerized goods are represented.

Increasing Demand for Lace

Malines, Chiffon and Ribbon all to be Used --- Violet and Rose to be Features for Early Spring --- Floral Range Becomes Wide Later

Laces, malines, chiffon and ribbon are all to be used particularly for millinery. There is an increasing demand for lace in millinery Cluny in ecru and natural shades is used in imported hats and there is a feeling that later, heavy lace effects may be used. At present light laces—Chantilly in black and white, malines and Valenciennes are the laces used.

A new idea is the shirring of deep flouncings on wires, giving a willow plume effect. This is an idea that is featured in several of the new hats. The flounce of Valenciennes around the brim is also shown and for this use Valenciennes comes to the front. Filet laces are talked about and indications are in favor of a later popularity. Bandings, galoons and allovers are to be used in the production of the later season's millinery. Metallic effects are too strongly favored, and are too strongly in line with present fashion tendencies to be dropped from the list of trimming materials and their use will last well on into the coming season. Both gold and silver laces, nets and cloths are shown, but as a rule they are of the dull tarnished silver and brassy gold effects. Novelties in tinsel cloths are shown, and the tarnished effect in gold and silver laces will find a place in the millinery effects for the early Spring trade. Brussels net foundations and filet are expected to lead in the metal laces.

Beads appear on many models. Large plateaux are shown of horse-hair worked up with beads, and beads are used extensively in connection with hemp Petersham, rat tail and other effects in the production of novelty bandeaux, cabochons and ornaments.

Coral is the high novelty, and comes in the pink tones rather than in the deeper reds. Porcelain heads are freely used, and newer still are the chalk white beads so beloved of our great-grandmothers. Jet ornaments will also be seen, and jet bandeaux and large beads are making their appearance.

Malines and chiffons are freely used. The crowns of both large picture and small turbans are formed of puffed maline into which is stuck thickly single blooms or sprays of flowers and maline is used for ruches, large swathed bow effects, full mob crowns and later maline hats with the brims covered with bands of heavy lace are indicated.

A new idea is to veil hats of chip or hemp with two or three layers of maline in different colors giving both an iridiscent and moire effect. Chiffon is also used in this manner and is also used extensively to trim children's millinery.

Ribbons are always more freely used in the Spring and extra efforts are being made to bring ribbon into greater favor. Large flat ribbon bows, chons, and smart cockades formed of ribbon are very much used. Velvet ribbons are much in evidence, the novelty being the uncut or terry velvet. Taffeta, faille, liberty satin and duchesse in wide widths are the popularly used ribbons.



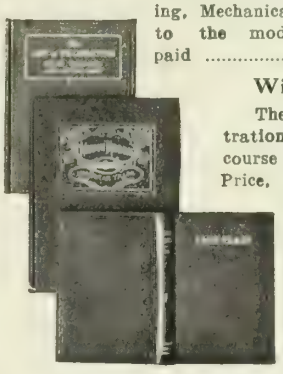
Ledge arrangement for St. Patrick's Day. The harp and shamrock leaf are covered with green silk and are shown against a draping of white. Shown by the John Murphy Co., Ltd., Montreal.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

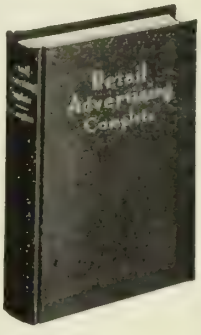
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

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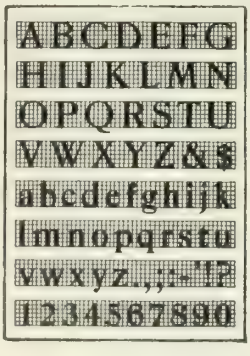
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



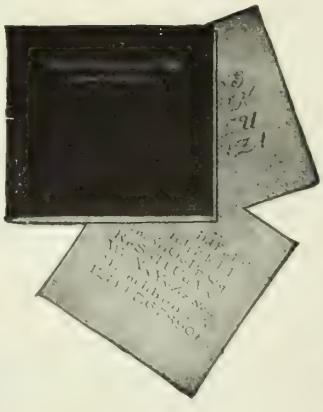
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



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143-149 University Ave. :: TORONTO

ART OF DISPLAY

and

Modern Store Equipment

Suggestions for February

Changes of Stock and Season Well Defined --- Improvements and Repairs --- Enlarging Departments --- Seasonable Trims

FEBRUARY is a season of clean up in most stores with decorators and trimmers, the season between seasons, as it were, when it is advisable to make the direct line defining the end of Winter and the commencement of Spring—by arranging in the displays, the materials, fabrics and lines, which it is absolutely desirable to clear and bringing forward new and seasonable lines from the stockroom.

Stocktaking is over in all stores and a season of general cleaning is in progress during February, in all departments. It is pleasing to note the fresh look throughout with goods rerolled and reticketed.

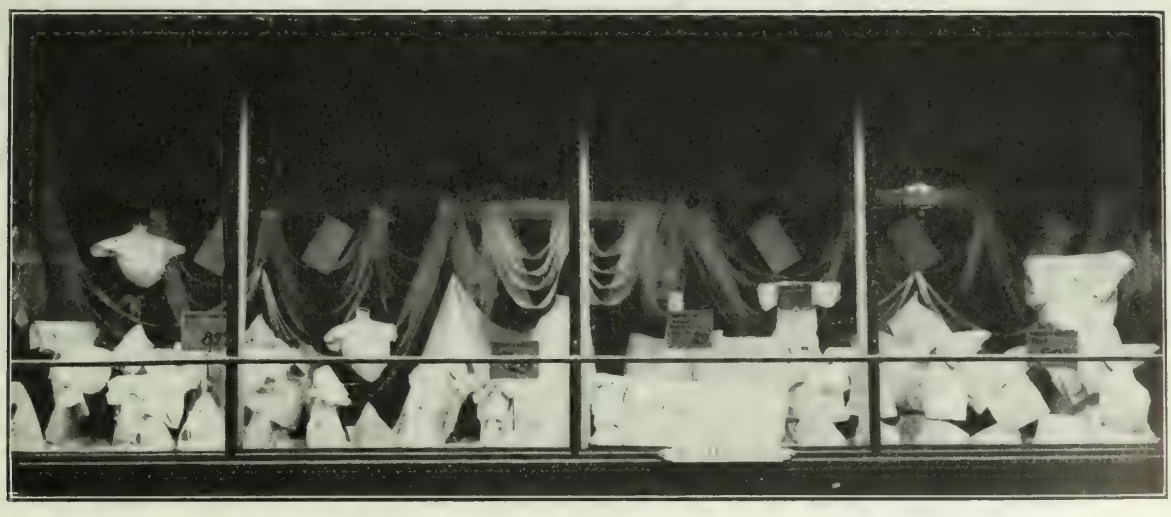
It falls to the decorator and window dresser to see that all changes are made that have been proposed during the former season, such as the location of departments; the bringing of the popular shades, those which are to be featured for the coming season, forward in the dress goods and silk section and the arrangement of stock in each department. Opening, marking and ticketing new stock and the change of winter lines to the Spring numbers to be in readiness, for the demand soon to come, are included in his duties.

Especially in the millinery and ready-to-wear departments is this evident. The milliners, trimmers and salesladies are away on holidays or to the wholesale centres, and these departments must be overhauled; the draperies and curtains taken down with new drapes and materials put in place, as far as possible. The carpet or rugs must be cleaned and relaid, floors oiled, and any painting, plastering or papering on the ledges or in the window or store interiors, new lighting fixtures, etc., throughout the store must be done in February to be in readiness for the return of the complete staff by March 1st and to start the season with the desired amount of enthusiasm.

Visit Larger Centres.

A sensible policy of a great number of window trimmers during the slack month is to take advantage of the lull and make a trip to the larger centres to secure ideas and suggestions, to carry them through the coming season. It is suggested that any window man, who can, and too much stress cannot be laid on the advisability of this, should make a point of visiting some larger business place, where he is bound to come in contact with ideas, see other windows, beside his own, and get in touch with what his brother trimmers are accomplishing. Indeed, many window trimmers have arrangements, whereby they connect themselves with the window trimming department in the large stores and gain more by actual experience and combined work, than they could find in their own town or city in months.

Try it this year; visit some of the large city stores, American or Canadian, and brush up ideas. One has the opportunity and most window trimmers have the artistic ability. What is required are more ideas. It is a good chance also, from this standpoint, that the other sales clerks look for an authority and it is also an excellent advertisement for the store, the windows and the decorator; adds renewed interest and enthusiasm in the windows and the coming displays. People expect an exceptional showing for the following months.



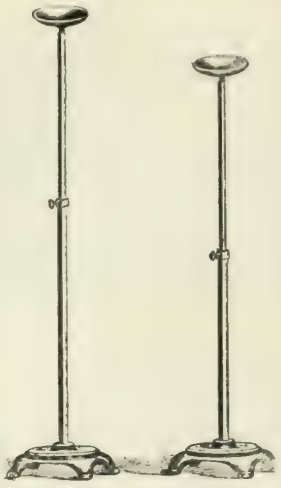
February trims, combining blouses, whitewear and embroideries to meet the demands of the different departments, by Jas. McNicholl, with Richard Hall & Son, Peterborough.

Fixtures that Create Sales!

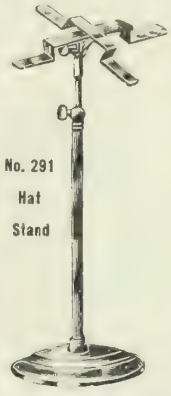
GOOD DISPLAY is the merchant's biggest selling help, and our

FIXTURES
and
FITTINGS

will be found of special assistance in every dry goods store.



No. 294—Millinery Hat Stand



No. 291 Hat Stand

They are of artistic design, general utility, and superior finish, and will largely contribute to make your store the centre of attraction in your neighborhood.

Write for Illustrated Catalogue

TORONTO BRASS MFG. CO., LTD.
17-21 Temperance St., Toronto

You can sell many of these

Adjustable Dress Forms

EVERY woman needs one—most tailors and dressmakers need *several.* And our extensive advertising in widely circulated *women's* and general publications is fostering this already great need—creating *new business* for dealers handling the line. The display of Hall-Borchert Dress Forms in your store links up *our advertising* with *your business*—resulting in liberal profits on easy sales with assured satisfaction to your customers.

MANY DEALERS

find it very profitable to display Hall-Borchert Dress Forms in the Dress Goods department,—Every dress goods buyer sees it every time she buys.

We are now making these forms in Canada so that you may secure them at the same wholesale prices current in New York and Chicago. No duty to pay!



Hall-Borchert Form Dress Co. of Canada Limited
70-76 Pearl Street
TORONTO
ONT.

SPRING!

Now is The Time for Changes



CLOAK RACK
Circle circumference, 99 in.; 30 in diameter. Circle, nickel, $10. Circle, oxidized, $10:50, with very strong base.

You certainly need new Display Fixtures for Spring.

Our large complete Catalogue will show you what you want.

Write to-day for a copy.

Established in 1900

DELFOSSE & CO.,

Manufacturers of Fixtures, Wax Figures, Bus Forms, Mirrors, Show Cases, etc.

No. 7 Hermine St., MONTREAL

LATEST HALF-FORMS

Skirt may be Removed from Waist and Used Separately



No. 80 K.J.

Jointed arms with adjustable hands. Also with plain arms and without arms.

Write for Catalogue No. 16L. Also for Circulars on Fur Stands, Hangers, Mirrors, Etc.

J. R. PALMENBERG'S SONS

Est. 1852
710 Broadway, New York.
Factory 87, 89 and 91 West 3rd Street, New York
30 Kingston St., 110 Bedford St. Boston
Nos. 10 and 12 Hopkins Place Baltimore

Plan for Opening Displays.

It might be seasonable to suggest here also, that as soon as possible new plans be made for the opening displays in March. Many trimmers start this week to prepare the Spring backgrounds. Do not wait until the last minute to approach the manager with ideas and the amount of appropriation required this year. Give him some definite idea what the plans and ideas are. What the money will be expended for. Get him interested. Many trimmers complain except in cases where it is left to their own initiative, that they are unable to get the consent of the head until the last minute. The fault is this: the merchant or manager has other things to think about, and it is really necessary in most cases, to bring the matter before them in sufficient time, and that they understand they are to get something worth while. Not one far-seeing merchant but is willing to pay for any trim, consistent with the size of his store and business turnover and the enthusiasm displayed by the decorator in getting results and not forgetting to prove it during the coming Spring opening and season's business. All this tends to make the merchant say next year in good time, "well, what display is suggested this season?"

Arrival of New Goods.

The Spring shipments are arriving and are being marked—embroideries, laces, wash goods and lawns, hosiery and fabric gloves, cottons, sheetings, dress goods and silks, as well as new importations in the home furnishing section; rugs, carpets, curtains, etc., and first novelties in the ready-to-wear section.

Many merchants, other ideas notwithstanding, insist on displays that show the amount of the season's purchases, the diversity and range of the new selections.

The window trimmer is asked to make displays, to bring this effect before the customers who have been educated to watch for these displays from year to year.

Displays which show the range of hosiery and gloves in the boxes just as they come from the warehouse. Stocky trims of cottons—sheetings, etc., to show that cottons are quoted at old prices. Dress goods and silks, with the papers left on, demonstrating the particular lines of manufacture featured by the store. Wash goods, lawns, mulls, prints, etc., must be given place, and a carpet window, showing the new rugs or two-tone effects in carpets will not be amiss, while whitewear and white waists from the ready-to-wear must not be forgotten. These windows, outside the special Wednesday and Saturday sale displays, cover the month of February.

Other displays which induce customers to do their purchasing or get their sewing done early and commanding the attentions of the boarding house mistress, or hotel-keeper, who replenish their bedding and linen during February, are proven ways of getting results and of increasing the selliog power and values of the windows.

In the ledge trims the department idea carried out on similar lines, giving prominence to new shipments, quantities and special purchases, or featuring the leaders of a special advertising effort will be effective from the merchant's and trimmer's standpoints.

February Embroidery Trim

Making Stands From Resources at Hand --- Cuts Showing Drapes --- How to Make Them --- Completing the Display

ALL window trimmers are asked to make a display of embroideries during the present few weeks, and to show the direct shipments from the manufacturers, new designs and real values to the best advantage. This trim will be later this year on account of late deliveries.

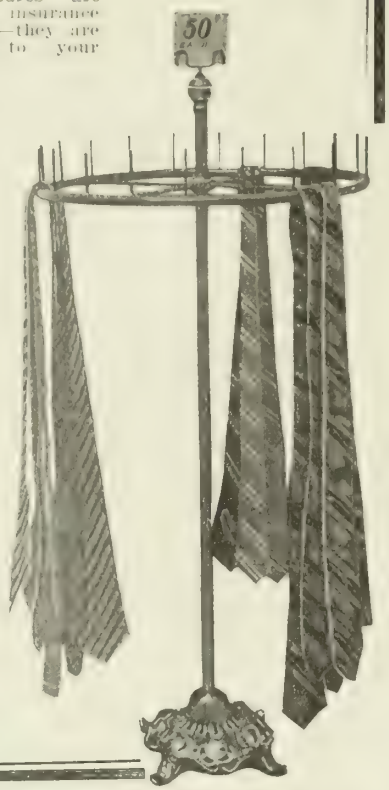
Embroideries come generally in either yellow or blue papers, except otherwise ordered, and the window trim-



Plan for Opening Displays this month Suggestion showing pillar arrangement, velour background, pedestals and foliage. By W. J Ferguson, with J. Sutcliffe & Sons, Lindsay.

INSURING BIGGER SALES

Proper display fixtures are equivalent to an insurance policy on your sales:—they are a powerful magnet to your store, a constant invitation to passers-by and a guarantee of greater sales, by inducing a greater number to inspect your wares.



Clatworthy Fixtures

in point of attractiveness, quality, utility and finish are the best for every department of your business.
We are specialists in the effective display of merchandise and we gladly place our long experience at your disposal.
May we advise you how you can increase your sales? Write us fully.
Send for our new 136 page catalogue.

Clatworthy & Son, Limited
161 King Street West
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Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

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CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



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99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 115 HOLBORN, LONDON E.C. ENG.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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The Koester School Originates

¶ It does not follow the ideas of others.

¶ The methods used in windows of best stores all over the country were originated in the Koester School—these methods are used in New York and Chicago, as well as in *all* the smaller cities.

¶ Koester students have no trouble in finding good positions. They are equipped to fill any kind of position, and they command better salaries, because their displays sell more goods. Ask any Koester student or any merchant who has employed one—there are many good positions open for Spring.
Write at once if you want to join the Spring classes that start Monday, February 27th.

The Koester School of Window Dressing. 256 E. Madison St. Chicago, Ill

mer can decide to make his display in either shade, according to the entire front effect and in keeping with the other displays.

Cambric or sateen forms a good background, and can be used to outline the window and to cover stands. In the matter of stands, it will likely be necessary to make them, and the following is the easiest method. Four-four or 8-4 oilcloth remnants, borrowed from the oilcloth section, form good columns and are covered to match the background.

The poles, which are used to roll the 16-4 oilcloth, cut in 4 ft. and 5 ft. lengths, form a good upright, nailed to a square 6 ins. x 6 ins., or 8 x 8 ins., of 2-inch width plank, for a base. For the top of this stand a 20-inch crosspiece with 10-inch piece at right angles from the centre top, completes a fairly good T stand. For this purpose table oilcloth sticks or window shade sticks which are got by the case, are just the thing (see cut 1.) These stands can also be covered plain with cambric or sateen to match the background, and oilcloth columns.

To show the embroideries the background can be divided at intervals with allover, flouncing, or corset cover embroideries, pinned on plain, and forming a panel from top to bottom, and leaving spaces of from 4 to 6 inches between each.

To give a softened effect the narrower embroideries can now be used, draped in half ovals, fold within fold, for about half the depth of the background, always being sure to have the worked edges to the front, and caught from space to space between the back panels, formed by the allovers.

Carry this arrangement entirely around the window, sides and back. Full pieces of embroidery, in the papers, can now be placed at the top of each intersection.

The columns and stands are then placed in position, according to perspective, the T stands being covered with wide or corset cover embroideries, folded from one side, dropping to the floor, over the centre, and again to the floor, and brought over to the other side, then fold within fold, shorter each time, until the stand is completely covered as in cut 2.

The columns are to be finished by winding embroidery and insertion to match spirally from top to bottom, and capping each with a full end of embroidery or allover.

A fan-shaped drape can be made, as in the illustration, cut 3. The front can now be finished. Lay a strip of cambric or sateen from end to end, and cover with one of the finest allovers. The best embroideries can then be shown standing back to back along the front, while the bottom should be filled with full pieces of flouncing, cambric or Swiss edgings or insertions, wherever there is a bare space, being particularly careful to cover the base of any stand that would show. A 3-ft. circle covered with embroideries in the papers and suspended between the pillars would prove effective.

Small price-tickets on each prominent drape or column will add greatly to the selling force, while a panel ticket to one side, such as "Spring designs in embroideries from Switzerland," will complete a creditable display and direct business to the embroidery section.

Short Shots from the Window Man.

Combine rajah, shantung and natural silk drapes with 27 inch habitau in blue, pink or nile and finish with bandings and crochet buttons to match.

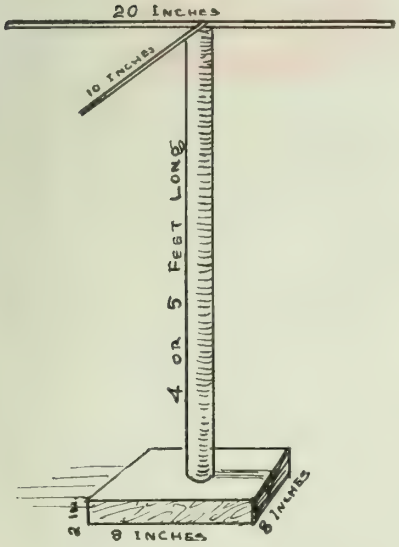
Two-tone, satin finished silks or messalines used with chiffons to match or contrasted with gold and silver gauze or allovers combined with bandings, motifs and trimming accessories are effective.

Silk velvet or velveteens are used draped over fixtures and puffed on the window floor, rich shades of violet or Burgundy blue, lending color to the display and an added contrast, with materials featured.

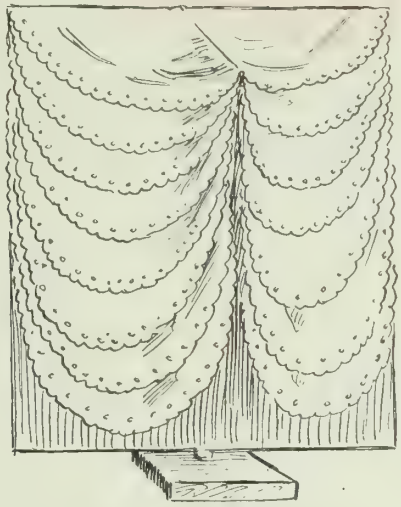
Paneled backgrounds of felt-plain effects in cream blue, pink, tan, brown, etc., outlined with gold or fresco and relieved at intervals with a plain or shirred curtain drape in the same shades of repp, brocade or silk to lend softness are good contrast.

Grouping effectively and combining a display such as coat, suit, blouse or dress and accessories is much more pleasing than usual displays

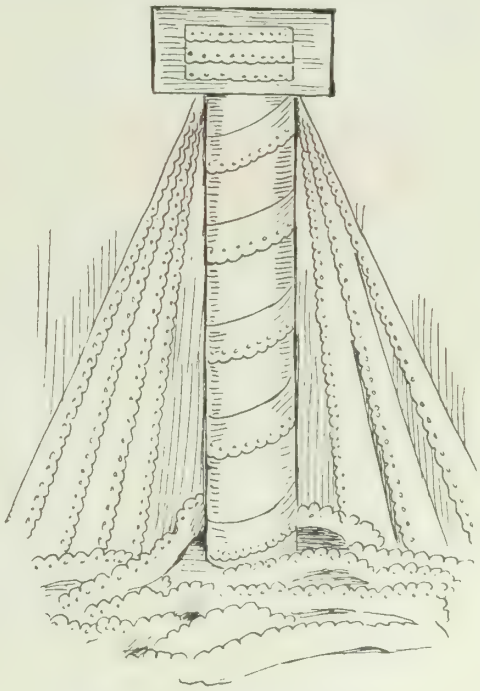
UNIT SUGGESTIONS FOR AN EMBROIDERY TRIM FOR FEBRUARY OR MARCH WINDOWS



Finished T stand made from 2-inch planks, cut poles out of 16-4 oilcloth and table oilcloth, or window shade sticks.



Showing method of draping T stand with wide or corset cover embroidery over cambric.



Remnant of 4-4 or 8-4 oilcloth used as pillar, covered with cambric, to make embroidery trim. The finished drape.

WRITE TO

RICHARD L. BAKER & CO.

Importers and Mill Selling Agents

100 Wellington Street West, - Toronto

The HOSIERY HOUSE of Canada

For "Queen Quality" REGISTERED — Stockings for Women and Misses of Cotton, Lisle, Silk Lisle, Pure Silk, in Plain and Embroidery

and "King Quality" REGISTERED — Sox for Men, of Cotton, Lisle, Silk Lisle, Pure Silk, Plain and Embroidery.

Let us send you sample dozens for this spring season's trade, and you will become a regular buyer of these brands.

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of :

Crescent Brand REGISTERED — BRAND Velva — Zenith BRAND REGISTERED

Wish to advise you that their range of productions for

AUTUMN 1911

is now completed and in the hands of their selling agents, who will call upon you, and we solicit a continuance of your esteemed orders

No Retailer's Stock is complete without these well-known brands.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

SOLE SELLING AGENTS

KNIT GOODS NEWS

Knitted Novelties for Fall

New Lines in Ladies' and Men's Sweater Coats ---Styles and Colors--- Buying for Fall--- Early Deliveries Taken for Holiday Trade

REGARDING knitted goods of all descriptions, manufacturers, jobbers and retailers are uniformly of the same opinion and the note is not an uncertain one; higher price is the main issue to be taken into consideration by buyers for the coming Fall season 1911.

In following the quotations for wools during the months of 1910 it is easily seen that, at the time the manufacturer had to buy the yarns in order to have his lines ready for the placing orders of the wholesalers and jobbers, that the market was comparatively firm and had been holding so for some time.

While it is hard to estimate, in the different lines, an idea formed from the prices of cotton, also as quoted a year ago indicates that it is natural that higher prices will be asked and buyers of these lines prepared and expected to pay more.

A consultation of the market reports proves this condition and the experience of buyers last season has possibly prepared them to expect it.

The purchases from the mills for Fall both by the wholesaler and through the jobber have been estimated and although the travelers have been on the road since the New Year, the returns have not been complete enough to give a sufficient estimate, for the coming season's results. However, reports so far indicate greater business in the lines shown. Manufacturers and wholesalers are apparently satisfied that increases will be repeated all along the line. The prospects for Fall, 1911, are excellent on all knitted lines.

Higher Grade Goods Being Taken.

An important point to be given attention in placing orders for 1911 is whether maintenance of price usually paid or buying higher grade goods will prove the better method.

The buyer insisting on paying the usual prices of other seasons must know that, invariably, the quality of the garment will be lessened or the yarn adulterated. As cheaper grades are not likely to prove as satisfactory, buyers will take the better lines which is a benefit to all, the mandfacturer, wholesaler and retailer. Customers, too, are prepared to buy better qualities over the counter, and the merchant will find it all to his advantage to feature better lines in anticipation and in placing Fall orders.

Merchants, too, under these conditions, having stocks of 1910, can offer better values than the placing buyer of 1911.

In this connection, too, buying better grade goods is advisable, especially in hosiery and underwear. The demand showing for the better grades is given consideration by the larger retail stores. The wholesalers and retailers who have possibly been conservative in sticking to prices and not showing better lines, should note the tendency and a demand by the retailer for the better makes will warrant stocking on the part of the wholesaler. Efforts made to divert the business on these qualities in the merchant's direction seem advisable in the Fall placing of orders.

Cater to Spring Trade.

In the knit goods sections of most retailers, shawls, toques, clouds, mufflers, etc., the business is practically completed for the past season, sales being maintained by unusual values or efforts to further reduce the balance of stock before listing or storing for the Spring and Summer.

Demands for sweater coats, ladies' and men's, while not showing the usual activity, this being between seasons, will soon evidence an extremely good business with novelties in growing favor.

In Spring, the lighter weights only are shown for men in sweater coats and while not many new features are noted, greys, blues and browns are good. Calls are made for club or university color combinations such as cream with royal or white with cardinal, and white with yellow.

Merchants who cater to this trade can give quotations to clubs or athletic organizations by keeping in touch with the new samples shown for Fall.

Spring Lines Knit Goods

As far as possible, underwear mills are completing shipments of ladies' underwear, and except in cases of the larger retailers, have filled their orders. Those buyers who do not take deliveries until after stock-taking will experience no trouble, as these goods are now ready to go forward.

Results of underwear sales in conjunction with the January whitewear events have been most successful. Other retailers are busy marking the new shipments and the underwear departments are being changed or a representation of the new lines put forward

No complaints are heard regarding the new goods and lines opening out satisfactorily. The differences in values are not so noticeable, not being apparent to the public eye. Merchants have been able to procure extra values quoted at mill prices in quantities and will use these as leaders in the coming season's selling

Lines to sell at 10c., 2 for 25c., and 25c., and the better lisles and silk open up well, some exceedingly nice garments having been bought. Many merchants arrange to buy several sets of travelers' samples and procure a profitable sale line to sell for 9c. each, 3 for 25, in this way. These goods are also being received now, travelers having reduced their samples to sorting lines.

Regarding the buyers of better class underwear, radical changes have taken place in the demand for light weight garments of short sleeve and knee lengths. Right through the Winter season this demand is traced and simply has to be taken into consideration from the buyers' standpoint. Combination trade is growing rapidly also and this idea must also be given consideration.



"Silent Salesmanship"

YOU know what Louis Hermsdorf means when stamped on a stocking's sole---(almost *everybody* does).

Your salesclerk will not have to answer a dozen questions to sell a pair of HERMSDORF DYED FAST BLACK STOCKINGS.

The name itself is a quality argument---a selling force---a *profit factor*---the most *eloquent* name in Hosiery History.

In your store let HERMSDORF be
The Name That Sells The Stocking

Louis Hermsdorf
Dyer

Works Chemnitz, Saxony
American Bureau 235 West 39th St., New York

Write for free Booklets, Cuts, Show Cards, etc.

Influence of Fall Buying.

Purchases for Fall will be along these lines and goods of this class put into stock where the buyers a couple of seasons ago would not have entertained such a thing, no demand being apparent.

Buyers must, therefore, in placing their Fall buying be influenced by these demands, prices and the influence this has on the quantities to be bought of the different grades. The travelers are now showing their samples for Fall and the decision whether to maintain values or price must be made.

The merchant who paid $2.50 for his 25c. line last season and sold a $4.75 line at 50c., will find it harder than the merchant who stocked both lines and sold the cheaper or $2.25 and $4.00 lines until well on in the season, putting the better lines forward later to increase sales. The manufacturer will probably quote the best grade possible at the popular prices but the merchant can use this advantage to force better lines to the buying public in the displays or advertising and buy accordingly.

For combination knee length and short sleeve underwear, the demand is possibly according to locality or the class of trade catered to. It cannot be denied, however, that combinations were better sellers last season than usual, especially in December. This demand is bound to influence the buying for Fall of other grades and the quantity lessened on the cheaper lines possibly, in favor of this tendency.

Wholesale travelers are now on the road and it is possibly premature to indicate returns. Inquiries regarding the outside demand for knee length or shorter sleeves received the reply that no demand has been particularly noted but that more special orders are being had by letter, the demand for combinations being in excess of other seasons.

It seems assured that no difficulty will be experienced in delivering by buyers of quantities who place their orders comparatively early.

Lighter Weight Men's Underwear.

In men's underwear, the spring lines are practically all in stock. It is noted that, in the cities or larger towns, men are wearing balbriggan and fine natural wools all the year round on account of weather conditions and the sheltered localities in which they live. It used to be the usual thing that men's underwear included heavy weight garments, but this idea is lessening according to the demand, and heads of departments are increasing sales on the light weight lines, also carrying the naturals and balbriggan through the entire year.

One particular change is made for Fall by some manufacturers in cutting down the number of lines and the quantity of samples in the hands of their travelers or jobbers. Some of the better lines have already been shown and comprise only a few numbers, but giving the buyer a greater choice in styles or variation of selection in each number. This, will possibly, eventually be adopted by most manufacturers and tends to concentrate manufacturing to more confined demand More demand on the numbers shown, and less variation from fixed lines is aimed at to overcome to some extent the changing of machinery and the loss of time consequent on such changes

Men's Sweater Coats for Fall.

For Fall the indications in men's sweater coats point to increased business and the first reports from the travelers show that greater confidence than ever is evinced in the taking of these lines shown.

The feeling is that greater business will be done and that the demand will be steadier next season.



HEWSON

UNSHRINKABLE

UNDERWEAR

How it is Shown to Canada

The demand for Hewson Knitted Goods is such that arrangements have been made this season to have the Fall line shown to the trade of the Dominion in a most thorough manner, so that everyone will have an early opportunity to see the line.

Manitoba, Saskatchewan, Alberta and *British Columbia* will be thoroughly covered by *Sixteen Travellers* from *R. J. Whitla & Co., Ltd.*, Winnipeg, Man.

Ontario and *Quebec* trade will be visited by four or five travellers sent out with the Hewson Line by *Sparks Bros., Ottawa,* and E. Hamel, Quebec City.

New Brunswick and P. E. Island are in the hands of our *Mr. C. Oran Thompson*, who is so well known to the trade of the Maritime Provinces.

Nova Scotia, including Cape Breton, is the territory of *Mr. H. E. Heisler.*

The way that business is coming shows that 1911 is bound to be the biggest Hewson year yet. A Hewson man will see you very soon. Be sure and prepare for the demand that is coming.

Hewson Woolen Mills

Limited

AMHERST, - - - N.S.



C T

RIBBED UNDERWEAR

Make a generous provision in your next order for our famous line of Ribbed Underwear! It is the very last word in all that is best in quality, cut, finish, and wearing qualities.

It is noted for its comfort in wear and softness to the skin, and is a line that can be handled with a good profit margin, and solid satisfaction, to both retailer and customer.

Be sure and see our samples before you place your order.

THE C. TURNBULL COMPANY OF GALT,

LIMITED

GALT :: .: ONTARIO

C T

"MAPLE LEAF"



HOSIERY AND MITTS

Start the Year Right!

by placing your order for

MAPLE LEAF Hosiery and Mitts

They cost no more than many inferior brands, and have no superior in point of quality, texture and finish.

See Our New Cashmere Lines for Early Fall

Sold direct to the trade.

Goderich Knitting Co.,

Limited

GODERICH, - - ONTARIO

Selling Agents: Potts & McIntosh, Vancouver; A. J. Snell, Winnipeg; J. G. Chown, Clinton; H. Switzer, Ottawa; A. L. Gilpin, Montreal; Fred S. White, St Stephen, N B.

Owing to conditions last season and the impossibility of the retailer to procure anything like satisfactory shipments even for Spring, deliveries are asked for earlier in the Fall season.

Manufacturers have planned to take greater orders and absolutely confirm the promises of deliveries on time. This has been brought about by increased facilities at the mills. The decision to increase has been justified and the orders received so far bear out the advisability of this greater output, some lines having been oversold already and cancelled.

Wholesalers are also taking advantage of these conditions and accept delivery immediately. These deliveries are now given by some mills.

On the part of the retailer, in order to avoid the conditions of last season, the demand for earlier shipments, early placing of orders is advisable to take advantage of the outout at hand as the mills are only able to promise contracts now being made. It is assured that buyers who leave their placing orders until late will experience the same troubles as heretofore in getting deliveries, the quantities taken by the buyers being greater in anticipation of the steadier demand. Apparently the mills, even with the increased output, cannot promise to fill later orders.

First Fall Reports.

First Fall reports also showed that the ordinary military collar on men's sweater coats is by far the best seller and the new muffler collar is the novelty. This collar lies flat, fitting over similar to a muffler. The colors shown, brown with myrtle, slate or myrtle with cardinal. Royal, and white and seal with tan combinations, have taken well and also heathers, particularly blue heathers with cardinal or myrtle or crimson heather with cardinal. All greys in the different combinations are excellent and good sales are booked.

In these lines the price element has not been so noticeable to early buyers and some of the samples seen in boys' and men's sweater coats give every opportunity to procure the leaders for Fall, equal in every way to last season's, nevertheless the significance of the demand for better goods must not be lost sight of.

Ladies' Sweater Coats.

In planning for business the retailer must give careful consideration to the buying of ladies' golf and sweater coats this season. It is rather early yet to give any definite information. The feeling is for 30, 34 or 36 inch lengths. Any quantity of the shorter garments, these being staple novelties, will be freely taken and all lines of the popular prices stocked, especially in the 36-inch length.

Some of the better numbers of the new coats shown are designed on tailored lines, mannish effects being featured. Also, with regard to finish, shoulders are made to fit squarely and do not droop over the arm. New designs are cut to fit the same as custom-made garments. Care is also taken in the finishing of the garments, the hems being turned up farther, seams overstitched, and the attention given to better fitting throughout to overcome the unfortunate sag or pull of other seasons. The weaves are mostly 1-1 cardigan rib and fancy stitch.

Solid colors promise to be more in demand. The range includes white, sky, khaki, slate (a new color), grey, being a combination of black and white in the yarn, the slate a dyed color, navy or royal blue and any combination of the foregoing colors with white, and especially white and navy. Tan champagne and grey with blue are well represented.

In the better class garments, too, attention is given to button holes, a "no tear" button hole being introduc-



Note the Superior Finish of

MOODIE'S **Hygeian** TRADE MARK **UNDERWEAR**

An examination of any Hygeian Garment will reveal the fact that every detail is finished with a nicety that is beyond all things pleasing to particular women.

This superiority of finish, which comparison only makes the more obvious, has had a great deal to do with making "HYGEIAN" the leading line of women's underwear in the trade.

Fall Samples are being shown by every wholesale Dry Goods House in Canada. Be sure you see them.

Eagle Knitting Company

LIMITED

Controlled by J. R. Moodie & Sons, Limited

Hamilton, - Ontario



All Wool
Hand and Machine Knitted

GOLF COATS

LATEST STYLES, COLOURS, FINISH.

PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET
LONDON, E.C., - ENGLAND

Thos. Grimshaw & Sons

Limited

Hosiery Manufacturers

27 Dale Street

Manchester, England

Works: Sun Mill, Littleborough.

Branches: Liverpool—21 Leigh Street
Birmingham—20 Cannon Street
London Office—6 Milk Street, E.C.

Agents for Canada:

Harrower & Johnston, Montreal

Speciality:

'Oak Tree' Hosiery and Underwear

Your 1911 Knit Goods Trade

will be all you could wish for if you are handling the full range of

"Dominion"
Brand
Knit Goods



They are real quality goods and the cost is no more than that of many inferior lines.

The modern machinery and methods we have introduced in our factory have lowered our cost of production and we are giving the retailer the full benefit of this reduction.

Be sure and see samples of our new lines of ribbed hosiery

Drop us a line if you don't get a call in good time.

A. Burritt & Company
Dominion Mills
MITCHELL, - ONTARIO

THE LABEL
THAT STANDS FOR QUALITY!

ONE excellent reason why you should see samples of

"MAPLE LEAF"
Brand Underwear

before placing your order for new season's goods, is because the demand for this well-known line is increasing by leaps and bounds.

Quality, cut, finish and wearing qualities are found in each "MAPLE LEAF" GARMENT.

Get wise to the profit of handling the lines the public wants.

WRITE FOR DETAILS

SELL "MAPLE LEAF" Underwear

WATERHOUSE WARRANTED HIGH GRADE UNDERWEAR BRAND UNSHRINKABLE REG'D.

Thos. Waterhouse & Co., Limited

Ingersoll, Ont.

ed. Silesia is used to prevent pulling and keeping garments from stretching in the front and the button holes from dragging. Large pearl buttons and loops to fasten at the collar are used.

Orders show turnover, "presto," and the ordinary military collars as among the best sellers. The high collats shown can be turned over, neatly folded inside or worn similar to lapels of a coat. The new muffler collar is a combination of the muffler idea and high collar, folding over in front similar to the patented mufflers or rolling collar effect. These improvements are in keeping with the feeling for better fitting and the demand for higher class lines.

Merchants usually reduced the stock to the lowest point possible in other seasons but have found it is not altogether desirable to be sold out of ladies' novelty and sweater coats. Owing to the inability to get deliveries, stocks at present are somewhat low, but it is not an account of the merchant not wanting stock. Merchants taking the deliveries immediately, especially of the lighter weight and novelties, will be able to serve their clientile when the boating, motoring, touring and excursion season arrives.

Plans in this direction are being made and every evidence is given of a much better season compared with Spring a year ago.

Stock the New Lines

Altogether as the season advances it is expected that the knit goods department will show greater increases.

For Fall, quantities of the different lines are being taken in clouds, toques, mufflers, knitted scarfs and novelties, more particularly aviation caps, motor hoods and similar novelties, both imported and domestic. These have had a great run in the city stores this season, but have not been shown to any great extent outside. Merchants should stock these lines for Fall and it would appear to be a wise course to increase their orders in keeping with the increases of the last Fall season and anticipating the steadier demand which these lines will have.

Buyers, too, will have to consider several smaller makers on these particular lines, many new mills having started to manufacture knit goods. This necessitates looking at more goods, but some of these smaller manufacturers are turning out lines worthy of consideration, and advantage should be given their representatives to show their samples.

Increased Import Business

For import, increased business is reported by the jobber on all knitted goods, bootees, infants' overalls, garters, ladies,' children's and men's vests and drawers, underwear, etc., and boys' and men's sweater coats.

Prices are exceedingly firm and have been maintained throughout, it being stated that any reduction in prices by the jobber would not be accepted at the mills.

Bearskin coats have also been placed, that is staple lines principally, while novelty shades not being done to any extent.

Importers of hosiery state that it is almost impossible to get a good line for Fall to sell at $2 25, practically forcing the demand for the better class of goods

In ladies,: children's and men's underwear, business is reported increased by jobbers by 25 per cent over the corresponding period a year ago.

Although prices are higher by about 5 per cent this does not interfere with the placing by large importers of well known lines which do not compete with the Canadian market.

Good placing orders have been received in all lines by jobbers, wholesalers and commission houses and prompt deliveries promised.

Ellis Underwear

Spring Needle Ribbed Underwear.

THE line to push for Fall 1911. It has the snug, easy fit, the clean, comfortable finish, that make it a favorite with particular men and women.

Ellis Spring Needle Ribbed Underwear is made in two-piece and combination suits for men and women.

Travelers now showing Fall samples—
Be sure you see them.

The Ellis Underwear Co.

Hamilton, Canada





This is the type of man who wears ZIMMERKNIT UNDERWEAR

The man who knows what he wants—knows what good clothes are, and asks for them. Don't you want to secure his trade? The demand is now for better quality and lighter weight in underwear. The heavy wool garments, so long the staple lines, are now being discarded. Instead of underwear which is a burden through its weight, a misery through its roughness, and constantly menacing our health through the unhygienic state in which it keeps our bodies, we now have

"ZIMMERKNIT" UNDERWEAR

The underwear of the well dressed man. Zimmerknit goods, by reason of their superior material, workmanship and style, are fast making friends. They are more hygienic and much more comfortable than wool, and do not shrink or stretch out of shape, but always remain a perfect fit.

Carry the "Zimmerknit" goods in your stock, be prepared to supply the growing demand for light-weight garments. The Trade Mark sells the goods these days, and people are learning to ask for "Zimmerknit."

Take a Zimmerknit garment to the window—examine the texture, the style, the way it's put together, then compare it with the French Balbriggans and other imported lines, you will not fail to note the superior quality of finish that supplies the reason Zimmerknit goods are asked for.

THE ZIMMERMAN MANUFACTURING COMPANY, Limited
HAMILTON, ONTARIO

All dealers should insist upon Zimmerknit trade mark on their goods, which stands for High Class Underwear.

INTERLOCK VELVET RIB: A new exclusive line with us, and our leader.
POROUS KNIT: In all colors. The ideal hot weather garment
BALBRIGGAN: In all styles and colors.
OUTING JERSIES: Fast washable colors.
BATHING SUITS.
COMBINATIONS: A specialty with us, in Balbriggans and Interlock Ribs.

FINE KNIT UNDERWEAR
TRADE MARK
ZIMMERKNIT
FOR THE BEST RETAIL TRADE

Ladies' and Misses' garments in high neck, long sleeves; low neck, no sleeves; low neck, short sleeves; combination suits.

Men's and Boys' long sleeves and ankle short sleeves and knee.

Spring Hosiery Selling

Merchants Pleased With Values of New Purchases --- This Department Should Show Good Profits This Season on Leader Lines

Hosiery buyers who took advantage of the prices placing orders for dyed and fancy hosiery for Spring, have every reason to feel gratified.

These shipments are now coming to hand, being marked and passed into stocks and deliveries seen to be fairly complete in all cases.

In marking these lines the differences in prices is particularly noted. Staple lines in black and tans show opportunities for greater profits, some of the prices of these varying all the way from 25c to 45c on the dozen less. Fancies, too, while not showing such marked differences were bought enabling the retailer to merchandise odd piece events, especially in colored hosiery, a wide range in selection being given at $1.75 to $1.80 dozen for a 19c leader, and also at $3 and $3.25 for the 39c offerings. These assortments cover a wide variety in colors, patterns and weaves. Merchants will offer good qualities, firsts not seconds, in plain shades, spots, fancies and lace boots, to the consumer for special day at 19c pair, and show a nice profit. In the better lines fine lisle will be featured and this assortment will offer silk embroidered lines in plain shades, lace boots in black, tan and colors, plaids, ring-spots and fancies in navy, new blues, greys, champagnes, white and black.

In the regular lines bought, $2, $2.25 and $4 to $4.50, exceptionally nice qualities will be offered to the consumer as well as novelties that cannot help but be great sellers.

Children's hosiery, too, in colors open out well and the popular priced 25c lines represent a superior showing over other seasons. Better lines have also been stocked, such as mercerized and silk, and judging from the demand for these toward the last of the former season, the wisdom of this venture will be fully substantiated. True, merchants have bought with a view of being able to repeat and the wholesaler has been prompted to meet these requirements by stocking better lines to some extent.

The hosiery department should figure well in sales and merchants will take every advantage to properly display goods to the buying public and as soon as possible.

The department will stock the new lines as soon as the season lessens in demand for heavier weight hosiery, some departments carrying the Summer hosiery in blacks through the entire Winter season.

The merchant who follows his hosiery section in regard to merchandising, advertising, and display, will get the results the department warrants this season.

Buying in Foreign Markets

Buyers go Direct to the Mills --- Conditions Governing Foreign Selections --- Confining Lines not General --- Terms of Dating and Discount.

Buyers are now in the foreign markets placing their orders for the Fall season, 1911. In view of this some information regarding buying conditions may be interesting.

Contrary to the general rule in Canada where manufacturers place their output through the jobber or selling agent, these buyers go directly to the mills.

In the French and German mills, jobbers may engage or contract and take a sufficient quantity to enable or warrant the manufacturer confining the selling of certain lines to stated territories or markets. Shippers these are called in England. They are firms who have representatives in every principal city all over the world. Other shippers or jobbers who specialize to the eastern, South American ar African markets are enabled to control lines for these territories. These firms buy lines that appeal to them either for this special market or a general market in the territory, contract with the manufacturers for a round quantity for such lines and specialize thereon.

Canadian importers, therefore, go direct to the mills. Going to the open market and buying regular lines is not expected nor are the German or French mills willing to contract for exclusive Canadian rights. Contracts do not generally call for confining lines in the Canadian market. It is not to the knowledge of Canadian jobbers as a rule that any of the large buyers for wholesales or departmental stores buy sufficiently to enable them to secure confining or exclusive lines for the Canadian territory.

The buyer in placing his orders stipulates or specifies exactly the date goods are to be shipped, the same as the retail buyer here. The wholesale buyer places his Fall orders in December or January, goods generally to be shipped in June so that they may distribute them to the retailer in time for Fall consumption.

The departmental store therefore places their orders a little later than the wholesale buyer, say ordering Fall goods in April or May for shipment in August.

Every buyer who visits these markets has carefully listed just what he intends to buy and generally fills his requirements according to list. Sometimes lists are forwarded to buyers abroad but it is almost an invariable rule that the buyer has a specified list in his pocket.

The same principles govern his buying also that govern even the smallest buyer. It is estimated from the statement of business done by the department in his charge; how much sold, how much on hand in the different ranges of popular selling prices, popular shade, style tendencies, and the feeling for novelties all being considered.

If the department is showing a gain over preceding seasons the same allowance is given to buy to the extent of the increases over past seasons' consumption. If any evidence of depression is noted, naturally lower values are purchased. Advices are forwarded from his establishment periodically noting any demand or suggesting quantities. The buyer is practically allowed a free hand in the matter of selections for his department.

Departmental store buyers have their buying down so fine that arrangements are made so that their goods are marked at the selling price by the manufacturers. Printing is done cheaply and the number, size and note, the actual selling price at which the goods are designed to sell in Canada, are ticketed on the goods before shipment.

An estimate of the saving of labor for the buying house can thereby be gained. This labor is done at practically no cost to the factory or is quoted in the price or lists of the mill price of the goods bought.

Deliveries are similar to those made by the Canadian mills. All mills have their troubles according to the general conditions, the source of supply being no better than most mills. Customers whether wholesalers or retailers are shown preference, the mills obliging the large buyer, as seems natural in most cases.

Short Datings, Reduced Terms.

Conditions vary slightly from the Canadian system on the matter of terms. Mills, jobbers and wholesalers are inflexible in their insistence on regular terms. Canadian buyers are given very little dating, 2½ per cent. 60 days on receipt of goods, 4 to 6 months draft 1st follow-

TRADE MARK REGISTERED TIGER BRAND.

"TIGER BRAND" UNDERWEAR

"Tiger Brand" Underwear is going to be the leader for Fall in the Underwear Mart. It has the three most important requisites of "good" underwear Superior Finish—Durability Style.

If you have tried other brands and found them wanting in "customers"—if you find your underwear department slack when your competitors about you are doing good business—there's a hitch somewhere.

Ask yourself---have I a stock of the finest Underwear obtainable?

No---not if you haven't Tiger Brand. It's the one big customer-getter and a huge asset to your shop. Send in your order now---see the result for yourself.

Galt Knitting Co., Limited
Galt, - - Ontario

Britannia
Sports—
Sweaters
For Ladies and Men

NEW DESIGNS
Boys'
Jersey Suits

Same brand as Britannia Underwear and Hosiery.

BRITANNIA
BRITISH MAKE
TRADE MARK
SEMPER LAUDE



WHOLESALE AGENT FOR CANADA
DUNCAN BELL, MONTREAL and TORONTO

ing, mostly 4 months, and the tendency is to obliterate the dating and reduce the terms as under Canadian conditions. In Germany it is four months everywhere, the bankers lately adopting the plan of dating a month later and drawing at three months to escape a tax called the German Bills tax.

Large concerns who have unlimited capital are sometimes the most exacting in regard to discounts. Cash payments or payments reaching the manufacturer within 30 days are sometimes allowed a saving of ½ of 1 per cent. for spot cash instead of waiting the 60 days. This discount it will be noticed is exactly the monetary interest for one month on the cash prepayment at 6 per cent. per annum.

Display "Eiderdown" Wools

An Opportunity to Increase Sales in the Fancy Goods Section—Knitting Aviation Caps and Automobile Toques.

Merchants who are anxious to increase sales and create renewed interest in wools and skein yarns will be pleased by the efforts to assist shown on the part of the wholesalers and fancy goods houses in introducing the new "Eiderdown" wools.

An opportunity to do increased business, advertise the yarns section, secure a feature for a window trim, and encourage knitting and crocheting at home among the customers is given to the enterprising merchant, who is quick to take advantage.

Merchants, too, who conduct fancy work instruction classes and have expert art displays will also be interested in this innovation.

Classes will be taught to knit the aviation caps and automobile toques, which have been so popular this Winter.

Fancy goods houses in placing this "Eiderdown wool," which is similar only larger than double Berlin, issue a booklet or slip with printed instructions. One of these is inserted in each package. These instructions are given in the fancy goods section of this issue.

Merchants, the advertiser and the window trimmer all have an excellent opportunity to vent their enthusiasm.

Merchants can also keep the salesladies employed in this section during dull moments either knitting novelties or instructing customers in the art of knitting these and other goods. Invariably sales of the yarn will be made. Striking window displays are made of the combination showing the wool, a partly completed toque and the finished article.

Consideration by the buyer of this new feature is now optional. He should if possible be the first in town to take advantage of the business "Eiderdown wool" should create in the fancy goods section.

Each merchant will be quick to see increased results for this department, whether he is able to show "Eiderdown" now or as a feature for Fall.

Placing orders are now being made for yarns, Shetland floss and Berlin wools, and enquiries on the part of the buyer should be made regarding this new yarn in case it is not offered through the regular channels.

The Union Jack Industries League, London, Eng., are the prime movers in the inauguration of an "All British shopping week" in the Old Country, for the purpose of demonstrating to the British shopper that patriotism and the giving of preference to British manufacturers are identical. The project is non-political, and has received wide publicity from the English newspapers.

THE REPUTATION OF

R. M. Ballantyne, Limited

STANDS BEHIND

"Beaver Brand"

Knitted Goods

Made from the best imported yarns by expert people.

WE MANUFACTURE---

Gloves, Mitts, Toques, Caps, Sashes, Sweater Coats, Sweaters and Jerseys, Hose and Half Hose

Our factory is equipped with the most modern and up-to-date machinery and is acknowledged to be a model of cleanliness

"Beaver Brand" Knitted Goods

are beyond comparison in

Fit, Finish, Durability

When you order "BEAVER BRAND" you are sure of Quality and Prompt Delivery

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO

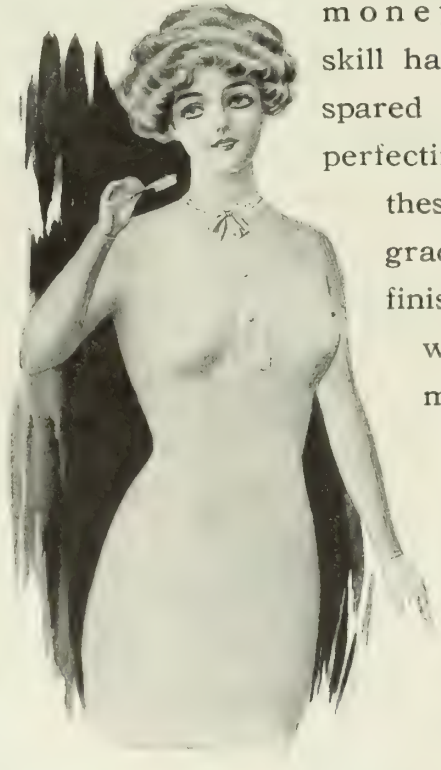
High Class Underwear

IN

Winter Weights



Before completing any of your Season's purchases, you will do well to inspect our full range of LADIES' AND CHILDREN'S VESTS, DRAWERS AND COMBINATIONS IN WINTER WEIGHTS.



Neither time, money nor skill has been spared in the perfecting of these high-grade garments, and in point of cut, finish, quality of yarns, and comfort in wear, they are just the line to recommend to your particular customer.

The 'profit' margin selling
Oxford Underwear
is a specially good one.

Don't place your order till you have seen our samples.

The Oxford Knitting Co., Ltd., Woodstock, ONTARIO

Evolution of Sweater Coat Developed Widespread Demand

From the Day of the Old Turtle Neck Pull-Over-the-Head Sweater Progress Has Met the Popular Demand — Many Novel Features and Styles To-Day — Variety in Collars

THE changes in sweater manufacture within the past six years are as interesting as they have been radical, states The Textile Manufacturers' Journal. Since the days of the old turtle neck sweater, in use a half dozen years ago, a complete reorganization of the business has been witnessed whereby sweaters of one sort or another have been made to comply with the needs of people of every walk of life rather than appeal to a limited class. This has been an incentive for many to enter the field of sweater manufacturing who previous to that rejuvenation of the industry never were concerned in this branch of the knit goods business and to the universality of manufacture is due the rapid advances and great improvement that have been made along these lines.

Only a few words are required to recall the inconvenience and impracticability of the old-fashioned pull-over-the-head sweater, which resulted in driving twenty or more concerns out of business. One need but call to mind the fact that in addition to the inconvenience of having to pull the garments over the head, danger to the health of the wearer was a matter of concern. If a man started wearing a sweater with a neck which doubled over and reached well up under his ears, it meant that he had to make a regular practice of wearing this garment throughout the winter, or colds or something worse were the inevitable results. School boards in Massachusetts and Connecticut were forced to prohibit the use of sweaters among school children as an epidemic of tonsilitis, which swept through the New England towns, was attributed by physicians and parents to the exposure of the neck, which had been made tender through the use of thick neck sweaters. Thereupon, it dawned upon manufacturers that no profit could be realized from sweaters unless the merchandise was altered to conform to the requirements of the public. After considerable hesitancy and anxiety as to how the style would take, a sweater was brought out which had a "V" neck instead of the turtle roll. This sweater pulled on over the head in the same way as the old-time one, but with less difficulty on the part of the wearer, because of the fact that the neck was loose.

In athletic circles this novelty was well received from the fact that it could be worn over a jersey or flannel shirt, protecting the trunk without muffling up the neck and ears in such a way as to make the athlete perspire excessively. It was found that the neck of a jersey or baseball shirt furnished ample protection to the athlete and the reception accorded these sweaters warranted manufacturers planning further improvement upon the "V" neck. In the ordinary walks of life sweaters were then not used to the extent that they are at present, but more men whose business activities require them to be out-doors a large part of the day cultivated the use of sweaters after the introduction of the "V" neck than had ever been the case before.





Ladie's Fashion Knit Coat made of fine Australian wool and shown in a large variety of colors and qualities. The garment is made up with the Presto Convertible Collar, which is shown both in roll and military effect. These coats are from the range of Penmans Limited, Paris, Ontario.

Sweater Coat Comes to Stay.

The introduction of a sweater opened down the front like an ordinary coat eliminated the great objection which the average man had against sweaters. From the time of the first season in the sweater coats, a transformation took place whereby sweaters were regarded as a necessity rather than a convenience. Those manufacturers who were fortunate enough to get in at the start on these lines have never had cause to regret their move, for the last few years have shown great increase in demand for sweater coats and have given them prominence as one of the principal branches in knit goods manufacture.

IT PAYS

to buy a brand of goods backed up with a long standing reputation, and

FLEECED UNDERWEAR



bearing the Pen-Angle trade-mark is an assurance to the purchaser that he is getting full value for his money.

Nos. 37 NATURAL and 80 STRIPE

are the most popular fleeced lines in Canada, because they wear like iron, and are sold at popular prices. These are now being shown by every up-to-date jobbing house, and it will pay the retail merchant to compare values before purchasing. We will abide by your decision. Ask your supplier to show you our full range, comprising lines which retail with a profit at 50c. to $1.00 per garment.

PENMANS, Limited

PARIS, - - CANADA

St. George

Unshrinkable Underwear

for Men



Perfect Underwear

IN ALL WEIGHTS AND SIZES

—that is the high ideal we aim for in every garment sold with the

"St. George" Brand

LABEL

We specialize in MEN'S UNDERWEAR and make no other kind.



As regards quality, fit and finish, we invite comparison with any other line, and we assert, without hesitation, that "St. George" Brand is without an equal on the Canadian or any other market.

Make the fullest investigation
Ask your Jobber for "St. George" Brand

Schofield Woollen Co.
Limited
OSHAWA, ONT.

A large field was opened up in which manufacturers could introduce various styles, such as the crimson golf sweater coat with brass buttons, and other exclusive lines and also cheaper grades which would appeal to the working man of moderate means. Inquiry for solid colors became general, especially for grey and white with large white or grey pearl buttons, and pockets were soon introduced. The most popular fancies were with collars and cuffs of a different color from the body, and later these fancy trimmings were added on flaps over the pockets.

Adopted by Workmen.

As soon as cheap sweater coats were introduced, it became a question of dollars and cents in the workingman's pocket as to whether or not he should procure a sweater. Men, whose occupation required them to have free use of their limbs, found that they could be much more active when wearing a sweater under their coat than if hindered in their movements by a heavy



Ladies' Knitted Coat in Grey and Red, with military collar and turned back cuffs. Shown by Monarch Knitting Co., Limited, Dunnville.

overcoat. In spite of strong opposition on the part of clothing manufacturers, the sweater found its way into almost every home until the overcoating trade was decidedly injured.

Introduction of Ladies' Styles.

Shortly after the introduction of sweater coats it was a familiar sight to see a young lady wearing a sweater belonging to her brother or somebody else when out sailing or enjoying a summer evening in the country, while at the same time those who were working in town took up the sweater to as great an extent. This led manufacturers to consider the question of manufacturing sweater coats of style and shape suitable for ladies.

Fancy stitches have ever been popular in ladies'. At present there is a leaning toward plain stitches, although 75 per cent. of the buying continues to be for fancies. Various manufacturers have expressed their approval of the protected popularity of fancy stitches, as they take pride in showing originality which distinguishes one line from another. Although white, gray and cardinal are staple colors and best sellers in high grade goods, old rose, wistaria and myrtle green, with more sombre shades such as tan, Havana brown and navy have also received some call. Mannish effects are in demand and both single and double-breasted styles are called for. Co-ed and Russian blouses, with buttons running down the left side and military collars, and Norfolk coats with belts are being more and more sought.

Collar Innovations.

Changes from the "V" neck collar have been quite general during the present season. This is in the way of a compromise between the "V" neck, which offers no protection to the throat and the old turtle neck which could never be lowered. Most popular among these is a roll collar, called by some the storm collar, which can be turned in if so desired, giving the effect of the ordinary "V" neck, or turned up when protection is required. Various muffler effects and other styles of collars are also being made for men and women. The roll or Byron collar described above is peculiarly adapted for young



Ladies' Tailored Knit Jacket in Blue and White with Convertible Collar. Shown by F. W. Robinson, Toronto.

boys, especially those whose parents do not feel like having their children wear two or three clean shirtwaists a day. Unlike the "V" neck, which require a starched collar, or some other garments underneath, sweater coats with Byron collars, or other roll effect, may be worn turned up right over the undershirts when children are at play, yet at the same time giving a well-dressed appearance when the collar is turned back when worn over a shirtwaist at school. It is peculiar features such as these that warrant manufacturers in believing that these collar effects are bound to be good sellers from now on.

The Muffler Coat.

It is but natural that certain collars should be patented by manufacturers, and this is found to be the case to-day. An example of such a coat is a muffler coat, the collar of which, when turned in, cannot be seen at all and lies smooth under the "V" neck and across the shoulder, but when turned up fits snugly around the neck and is fastened by two clasps in such a way that the throat and neck of the wearer are not in any way exposed.

Among the novelties for men are sweater vests made in attractive patterns and usually with fancy stripes and stitches and with decorative pockets and buttons.

Size Measurements Useful to the Underwear Salesman

Standards Recognized by the Manufacturer and Available to the Retailer for Purposes of Reference — Little Difference Between Sizes Adopted by Canadian and United States Makers

FROM Canadian knit goods manufacturers, The Review has obtained measurements observed in the making of men's, women's and children's flat underwear. These measurements should be of practical value to retail salespeople for purposes of reliable reference when the tape line has to be used.

The chart given below differs very slightly from that followed by United States manufacturers. In fact some Canadian makers state that they have adopted the so-called American chart in its entirety. It would appear therefore that underwear sizes are pretty well standardized:—

Women's Underwear.

2 AND 2 RIBBED VESTS.

Size	1	2	3	4	5	6
Bust	30	32	34	36	38	40
Length	30	32	33	35	37	39
Sleeve, long	18	19	20	21	21	22
Sleeve, short	5	5	6	6	6	7

2 AND 2 RIBBED DRAWERS.

Size	1	2	3	4	5	6	7
Waist, open back	25	26	27	29	32	34	36
Waist, side band	25	26	27	29	32	34	36
Body, front	14	14	15	16	16	17	18
Body, back	16	16	17	18	18	19	20
Inseam, ankle drawers	22	23	24	25	26	26	27
Inseam, knee drawers	13	14	14	15	16	16	17

RIBBED VESTS (SHAPED).

Size	1	2	3	4	5	6	7
Bust	30	32	34	36	38	40	42
Length	28	30	32	34	36	38	38
Sleeve, long	18	19	20	20	21	22	22
Sleeve, short	5	5	6	6	6	7	7
Width of body	12	12	13	13	14	14	15

1 AND 1 RIBBED DRAWERS.

Size	1	2	3	4	5	6	7
Waist, open back	25	26	27	29	32	34	36
Waist, side band	25	26	27	29	32	34	36
Body, front	14	14	15	16	16	17	18
Body, back	16	16	17	18	18	19	20
Inseam, ankle drawers	22	23	24	25	26	26	27
Inseam, knee drawers	13	14	14	15	16	16	17

*Some manufacturers finish their closed and open 1 and 1 ribbed drawers with the same sized band on each.

RIBBED UNION SUITS.

Size	1	2	3	4	5	6	7
Bust	30	32	34	36	38	40	42
Trunk	26	28	30	32	34	36	38
Inseam, ankle length	20	22	23	25	26	27	28
Inseam, knee length	12	13	14	15	16	17	18
Sleeve, long	18	19	20	20	21	22	22
Sleeve, short	5	5	6	6	6	7	7

FLAT VESTS.

Size	26	28	30	32	34	36	38	40	42
Bust	26	28	30	32	34	36	38	40	42
Length	27	28	29	29	30	30	31	31	32
Sleeve, long	17	17	18	18	19	19	19	20	20
Sleeve, short	5	5	5	5	6	6	6	7	7

FLAT DRAWERS.

Size	26	28	30	32	34	36	38	40	42
Waist	26	28	30	32	34	36	38	40	42
Body, front rise	13	14	15	15	16	16	16	17	17
Body, back rise	16	17	18	18	19	19	19	20	20
Inseam, ankle drawers	23	24	25	25	26	26	27	27	27
Inseam, knee drawers	14	15	16	16	16	17	17	18	18

RIBBED SHIRTS.

Size	34	36	38	40	42	44
Chest	34	36	38	40	42	44
Length	31	32	33	34	35	36
Sleeve, long	19	20	20	21	21	22
Sleeve, short	6	6	6	7	7	7

RIBBED DRAWERS.

Size	30	32	34	36	38	40	42
Waist	30	32	34	36	38	40	42
Body, front rise	14	15	16	17	18	19	20
Body, back rise	17	18	19	20	21	22	23
Inseam	29	29	30	30	31	31	32

RIBBED UNION SUITS

Size	34	36	38	40	42	44
Chest	34	36	38	40	42	44
Trunk	29	31	33	35	37	39
Inseam	30	30	31	31	32	32
Sleeve, long	19	20	20	21	21	22
Sleeve, short	6	6	6	7	7	7

FLAT SHIRTS.

Size	34	36	38	40	42	44	46
Chest	34	36	38	40	42	44	46
Length	30	31	31	32	32	33	33
Sleeve, long	19	19	20	20	21	21	22
Sleeves, short	8	8	8	9	9	9	9

FLAT DRAWERS.

Size	28	30	32	34	36	38	40	42
Waist	28	30	32	34	36	38	40	42
Body, front rise	14	14	15	15	16	16	17	17
Body, back rise	16	16	17	17	18	18	19	19
Inseam, ankle drawers	27	28	29	29	30	30	31	31
Inseam, knee drawers	15	16	16	16	17	17	18	18

Children's Underwear.

RIBBED VESTS (SHAPED)

Size	1	2	3	4	5	6	7	8
Our size	12	14	16	18	20	22	24	26
Length	12	14	16	18	20	22	24	26
Width	7	8	8	9	9	10	10	11
Sleeve	9	10	11	13	14	15	16	17

RIBBED PANTELETS.

Size	1	2	3	4	5	6	7
Our size—	16	18	20	22	24	26	28
Waist	20	22	24	26	28	30	30
Body, front rise	9	9½	10½	11½	12½	13½	14½
Body, back rise	10	10½	11½	12½	13½	14½	15½
Inseam, ankle length	10	11	13	14	16	17½	19
Inseam, knee length	5	6	7	8	9	10	11

RIBBED UNION SUITS.

Size	1	2	3	4	5	6	7	8
Our size—	16	18	20	22	24	26	28	30
Chest	18	20	20	22	22	24	24	26
Trunk	15	16	18	19	21	22	24	25
Inseam, ankle length	10	11	13	14	16	17½	19	20
Inseam, knee length	5	6	7	8	9	10	11	12
Sleeve, long	10	11	13	14	15	16	17	18
Sleeve, short	3½	3½	3½	4	4	4½	4½	5

FLAT VESTS.

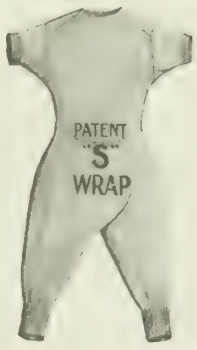
Size	16	18	20	22	24	26	28	30	32	34
Chest	16	18	20	22	24	26	28	30	32	34
Length	13	14½	16	18	20	22	24	26	28	30
Sleeve, long	7	8½	10	11½	13	14	16	17	18	19
Sleeve, short	4	5	5	5	6	6	6	7	7	7

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE

UNSHRINKABLE WOOL

UNDERWEAR



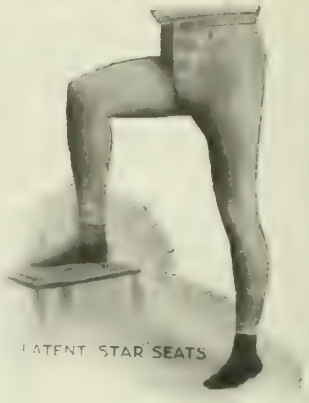
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Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

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"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

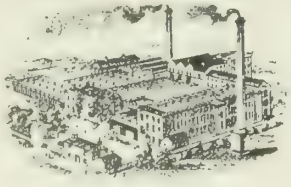
ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

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Vanguard Regd KNITTING WOOL MADE IN ENGLAND

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FLAT PANTELETS.

Size	16	18	20	22	24	26	28	30	32
Waist	20	22	24	24	24	26	28	30	32
Body, front rise	10	10½	11	12	13	14	15	16	17
Body, back rise	10½	11	12	13	14	15	16	17	18
Inseam, ankle length	10	12½	15	17½	20	22	24	25	26
Inseam, knee length	6	7	8	9	10	11	12	13½	15

BOYS' FLAT DRAWERS.

Size	24	26	28	30	32	34
Waist	24	26	28	30	32	32
Body, front rise	10	10½	11	12	13	14
Body, back rise	11½	12½	13	14	15	16
Inseam, ankle drawers	19	21	23	25	27	29
Inseam, knee drawers	12	13	14	15	16	17

GIRLS' AND BOYS' RIBBED 1 AND 1 PANTELETS.

Size	16	18	20	22	24	26	28	30	32	34
Waist	18	19	20	22	24	26	28	30	32	34
Body length	7½	8	9	10½	11	12	13	13½	14	14½
Inseam	9	10	12	15	16	17	20	22	23½	25
Full length	16½	18	21	25½	27	29	33	35½	37½	39½

BOYS' RIBBED 1 AND 1 DRAWERS.

Size	24	26	28	30	32	34
Waist	24	26	28	30	32	34
Body length	12	12½	13	13½	14	14½
Inseam	20	22	24	25½	26½	27½
Full length	34	34½	37	39	40½	42

BOYS' RIBBED 1 AND 1 VESTS.

Size	16	18	20	22	24	26	28	30	32	34
Length	14	16	18	20	22	24	26	28	30	32
Width	8	8	8	9	9	9	10	10	10	11
Sleeve	9	10	11	12	13	14	15	16	17	18

2 AND 2 RIBBED VESTS

Size	24	26	28	30	32	34
Length	24	26	28	30	32	34
Width	8	8	9	9	10	11
Sleeve, long	13	14	15	16	17	18
Sleeve, short	4	4	5	5	6	6

BOYS' 2 AND 2 RIBBED DRAWERS.

Size	24	26	28	30	32	34
Waist	24	26	28	30	32	34
Body, front rise	11	11½	12	13	14	15
Body, back rise	12	12½	13	14	15	16
Inseam, ankle drawers	19	21	23	25	27	29
Inseam, knee drawers	12	13	14	15	16	17

Following is a guide to sizes as between shoes and hosiery:—

Size No. of Shoe	1	2	3	4-5	6-7	8-9	10-11	12-13	1-2	3-4	5	6	7
Inches of Hose	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10
No. of Hose	000	00	0	1	2	3	4	5	6				

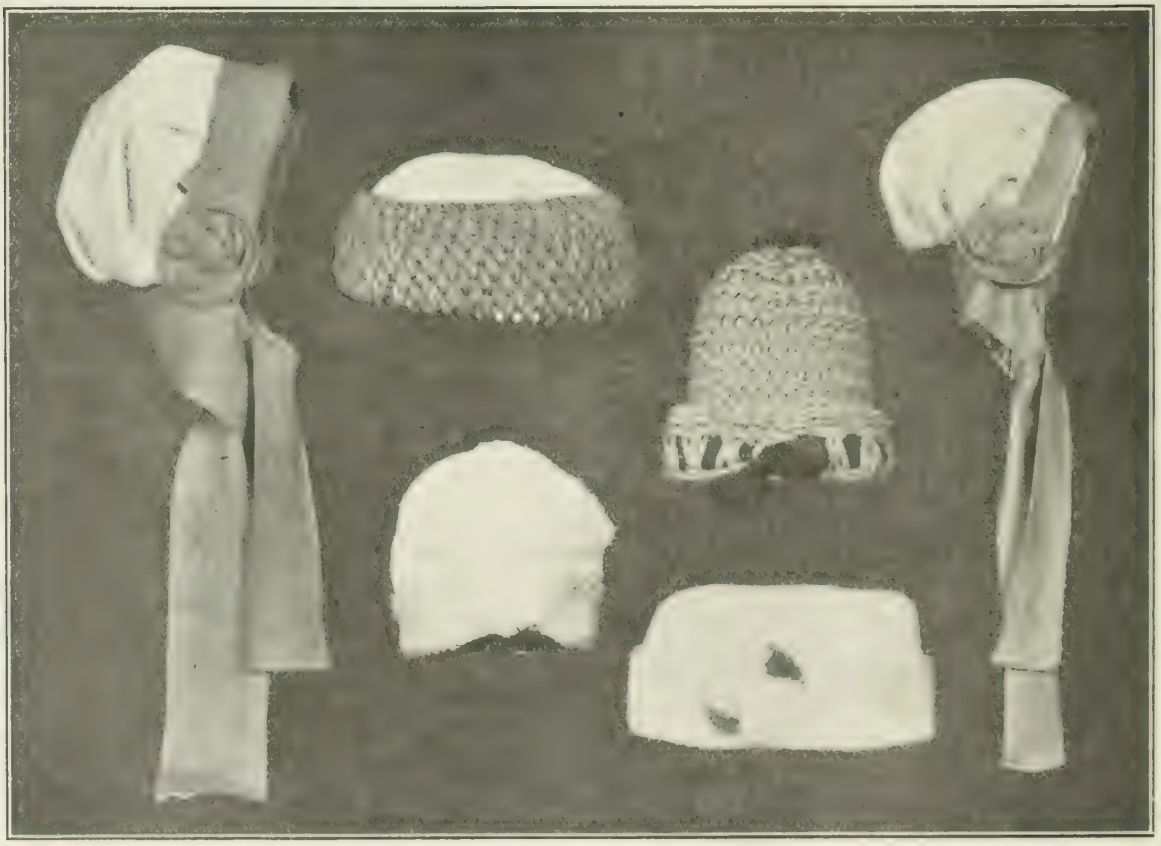
A useful chart for childrens sizes and numbers to correspond with ages is the following:

VESTS.

Sizes Nos.	0	1	2	3	4	5	6	7	8	9
Sizes inches	10	12	14	16	18	20	22	24	26	28
Child's Age	1	2	3	4	6	8	10	12	14	16

DRAWERS.

Sizes Nos.	1	2	3	4	5	6	7	8	9
Sizes Inches	12	15	18	21	24	27	30	33	
Child's Age	2	3	4	6	8	10	12	14	



Ladies' and Misses' Motor Hoods and Aviation Caps in Fancy Knits—Manufactured by The Monarch Knitting Company, Limited, Dunnville.

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The Retailer who is able to guarantee these lines to a customer is certain of satisfying him

"Beaver Brand" Hosiery

is featured by strength in

Toe and Heel

It is perfect fitting, following the curves of foot and leg, and assures a maximum of comfort

Your customers will like

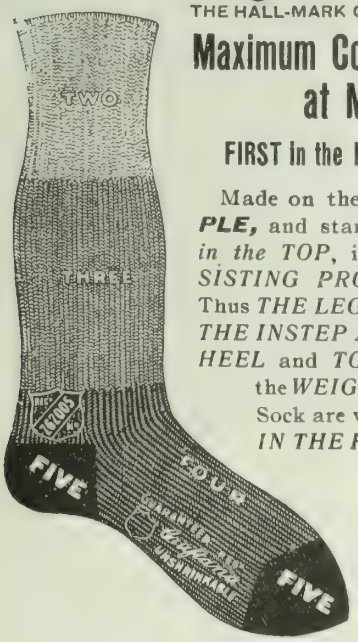
"Beaver Brand" Hosiery

and your profits will increase by greater sales

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO

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Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

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These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

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No. 502
SPRING COAT



It is made of extra good quality Covert-cloth in striped, herring bone and diagonal patterns, is beautifully cut and tailored and finished in the very best style. Up-to-date in every way. Made in 52 and 54 inch lengths.

Price $7.50

or similar style made in 26 inches at **$3.75.**

Immediate orders are necessary to secure good deliveries in our Dress, Coat and Suit Departments, which are now running overtime on a record number of Spring orders.

Don't leave it too late and get disappointed.

If our traveller hasn't yet reached you, send along an open trial order.

ONTARIO CLOAK Co., Limited

The Culture Brand
THE ONTARIO CLOAK Co.
TORONTO

Adelaide and Spadina
TORONTO



READY-TO-WEAR GARMENTS



Plain Tailored 2-piece Suits

Favoring Shorter Length Jackets—Combination Collars — Walking Length Skirts — Lack of Trimmings, Except Braids and Buttons.

THE first "crocus" of the Spring is here, that is how one ad. man intimates to the buying public that the new spring suits are on show in the department. And truth to tell it is a very modest crocus that is so wonderfully heralded for the suits in question are very reminiscent of late fall styles, and is a very staple offering from all points of view. An early opening up of spring business is what this department head is after and it is to value in staple lines that he is trusting to to make sales.

From orders coming to hand it would seem as though buyers were favoring strictly plain tailored suits. The jacket lengths selling best being 26 and 28 inches, though in the larger centres buyers are taking quite a few 24-inch , and just a few 22-inch lengths for opening show pieces and introduction.

Collars, large behind, generally in square effect and with notch or shawl fronts are well liked. These collars as a rule are of two fabrics. Velvet, satin, moire or mattelasse being used for part of the collar and the cloth of the suit for the revers or shawl front.

The new plain skirts are well accepted when not too narrow, city stores favoring $2\frac{1}{2}$ yards and stores in the smaller centres buying those that are somewhat wider Skirts are all practically walking lengths.



Wash Coat in White and Tan Rep, 54 inches long, nicely tai ored, carefully finished, right lines. Shown by The McIlroy Manufacturing Company, Toronto.



Spring Model in Black and White Line Check Novelty Suiting. Straight line effect.

If any trimming is tolerated it is confined to the use of wide braids or to narrow braid worked out into fancy motifs, on the collar, sleeves or revers. Buttons are handsome and are in strict keeping with the cloth. With the

Skirt Talks

No. 6

Your customers want skirts that combine these qualities:—

Perfect Fit
Correct Style
Satisfactory Quality

and *you* as a merchant want a skirt that, in addition to possessing these features, gives you a good profit, not alone on the initial sale, but on future sales as well.

There is one skirt, which, embracing these essentials, commands the attention of every progressive merchant.

It is the *Livingston & Scott Skirt.*

There is a very good reason for the superiority of the garments we make. We are skirt specialists. This business was organized with the idea of making skirts, and making them in a way that would at once demonstrate to the trade that they were *better* than ordinary skirts.

Hundreds of merchants have found *from their own experience* that Livingston & Scott Skirts are very profitable for them to handle, because they give satisfaction—absolutely—to the women who buy them.

That's the principle upon which this business has been built.

Will you let us send you a sample selection of these *skirts of satisfaction?*

One order will demonstrate to you their desirability.

Send in the order to-day.

Livingston & Scott

Clendennan Avenue

TORONTO

mattelasse collar and cuff finish mattelasse buttons are used, but as a rule buttons are of silver or gilt metal, and occasionally small silver or gilt buttons are used.

The advance selling has only served to emphasize the favor in which serges are held. Grey mixtures in stripe effects coming second in tweed, worsted and homespuns, stripes being in high favor, and black and white shepherd and fancy checks are decidedly well liked.

Coats and Wraps

Buyers Favor Separate Coats---Practical Tailored Lines Adhered To---Full Length Models Best Sellers---High Novelty Satins.

Separate coats for the coming Spring are manufactured on smart, yet useful and practical lines. The new models, while cut to give the fashionable narrow effect are not extreme in that direction, and designers taking the view that the majority of coats will be wanted for useful wear, have been at considerable pains to produce comforable and serviceable models.

Sleeves, therefore, are not made too tight and some models are cut with the shoulders Raglan fashion. As a rule, however, the straight or tailored sleeve, shaped like



Dress of Fine Mull, trimmed with Val. Lace Kimona Sleeve, Empire Back, Lace Yoke and Skirt, with Banded Effect, three-quarter sleeves, all shades. Shown by The McElroy Manufacturing Company, Toronto.

a man's overcoat and with a turnback cuff or a band finish exactly like the one used on men's coats is adhered to and employed.

Some few collars fasten high up to the neck but the

Lingerie and Tailored Waists of Exceptional Style and Value



Eclipse
TRADE MARK REGISTERED



waists are right in price and correct in style. Those illustrated here are only a few from our immense Spring range.

If you have not placed your order for "Eclipse" waists, send to-day for a sample selection.

"Eclipse" goods sell. "It's the something different that does it."





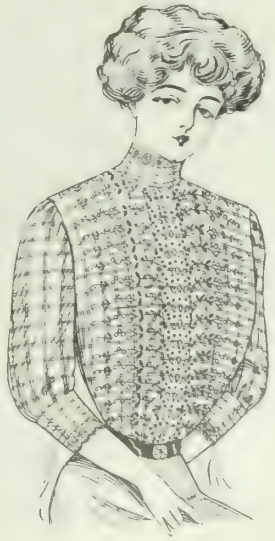
Eclipse Whitewear Company, Limited

TORONTO









Say, Mr. Merchant:

How about skirts? Do you know the essential points in a good skirt? Does Style, Fit, Hang, Lines, General Appearance and Workmanship mean anything to you and your customers? We think it does.

We want you to compare

G & F

SKIRTS

with any other brand on the market. Send us a sample order and if, in the above mentioned points, they do not excel, send them back. We will pay express charges both ways.

Gardiner, Foley & Co.,
LIMITED

24 Ryerson Ave., TORONTO

low side closing is more general. The full length garments are the sellers this season in separate coats.

Black and white fancies in shepherd's and fancy checks are very fashionable. Serges, however, are the leading sellers, and the white serge coat or the white serge with pencil stripes of black are selling to the better trade.

Satin is high style and the very swell coat will be of black satin or wool-backed satin. Pongee and tussah coats are shown in a variety of styles, the natural colors being the sellers. Linen coats are selling but chiefly in natural and tan shades.

Short Sleeves in Lingerie Models.

The first of the Spring waists made their appearance at the January white sales. Both tailored and lingerie models were well represented, but chiefly in lower-priced lines. But because of their novelty the lingerie models have attracted most attention. Though the regulation set in sleeve is well represented, models in butterfly and in semi-butterfly effects are very numerous. Semi-effects are brought about by the clever arrangement of the trimmings and are all designed with one object, namely, the production of a more comfortable model than the true butterfly.

Save for the tailored models, the sleeves of all white waists are in ¾ or elbow length, and the trade seems to have accepted the new sleeves and the new lengths without question.

The majority of waists seen so far have the high finish though a few Dutch necks are seen, but it must be borne in mind that the models seen so far are only in the cheaper lines. Wide embroideries, batiste, and fine lawns trimmed with embroidered bands, insertions, valenciennes laces and torchons are the regulation lingerie materials. Tailored models are made of lawn, linen, and linene and trimmed with tucks, embroidery motifs and cluny laces. Fancy closings with scalloped edges and various vest effects are seen. A feature of the new waists is the attention paid to the buttons.

Buyers Favor Dresses.

There is a wide range of fancy costumes on sale in the large departmental stores. Indeed, the large stores seem to be giving a very large space up to the selling of costumes and dresses and the display includes garments that are suitable to many occasions, and in a wide variety of fabrics. In making up these dresses, designers have not entirely been guided by either Paris or New York, but have made up pretty and practical models with a view to their acceptance by the average Canadian woman. Certain style features are there but the adaptations are made to suit the Canadian taste. One reason for this is that many orders call for a number of dresses, each differing in color and style, and because of this the designer has to rely more upon her own or his own ideas, and to copy less.

Many high class models are shown that are strictly in line with the American and Paris modes, but they are in high priced garments.

Lingerie dresses of mercerized lawn and mull and trimmed with valenciennes laces, and embroidery bands are a big item in ready-to-wear selling. Popular-priced numbers were shown and sold during the sales and there has been a good demand for better garments running up to $10.

The new models that are making their appearance are very dainty. They are mostly in butterfly yoke effect; that is, the yoke and the sleeve are cut in one and the rest of the waist is attached to the yoke. By using this cut a better and more comfortable fit is obtained.

Famous for their
Fit, Cut, Style, Hang and Finish

Another
of our
$2.75

Royal
REGISTERED TRADEMARK.



Garments
Made in Fine Mull,
Plauen Lace Yoke,
Trimmed with Fine Val.,
Empire Back, new Band
Effect on Skirt.
3-4 Sleeves.

Shades
White, Pink, Sky,
Mauve, Champagne, Nile
and Black

Ten
more
$2.75

Royal
REGISTERED TRADEMARK.

Garments
in our Line
See them.

The McElroy Manufacturing Co'y Limited
47 Simcoe Street, TORONTO

Wait for the "LAURENTIAN" Man!

The highwater mark of perfection in whitewear, blouses, hemmed sheets and pillow slips has been reached in goods bearing this mark:—

TRADE *Laurentian* MARK

Are you ready to get your share of the profit that "Laurentian" Whitewear offers to the Dealer?



This season we are showing a bigger range than ever of new and attractive garments that are unequalled for fit, workmanship and value.

Our new factory additions make it possible for us to promise you the promptest shipments and the most satisfactory service.

Don't miss the NEW things the 'Laurentian' Man has to show you! Wait for him!

The Diamond Whitewear Co.

Limited

THREE RIVERS, QUEBEC

Toronto: W. H. Piton, Empire Building. **Province of Quebec**: J. A. Morin, Sample Room, 130 St. Joseph Street, Quebec. **Montreal and Eastern Ontario**: Z. P. Benoit, Mark Fisher Bldg., Montreal. **Maritime Provinces**: Alex. Burr, St John, N.B. **British Columbia and Northwest Territories**: Geo. Strachan and E. L. Burden.

Furs Still in High Favor with Parisians at Winter's End

Striped Effects Gained by Reversing the Furs a Feature --- Stoles and Scarfs of Velvet and Silk. Edged with Line of Fur Worn --- Ends of Fur Scarfs Trimmed with Gold Lace and Tapestry Motifs --- The Vogue of Laces

(Staff Correspondence)

Paris, France, Jan. 25th, 1911.

FEW Winters have seen so much fur worn as the present one, and it must be confessed that until the severe cold arrived with the turn of the year, most women seemed to be burdened with an overplus of furs. Having worn her furs bravely for fashion's sake, the Parisienne is now wearing them for comfort. Furs are so fashionable, and the prices of reputable furs have increased to such a point, that save in inferior sorts of pelts, the usual after Christmas price reductions will not take place.

Fur mingles with lace, tulle and mousseline in the trimming of evening gowns and large fur collars, fur cuffs and bands of fur are used on gowns and suits of satin, cloth or velvet and rich, long mantle-coats of fur or fur and velvet are worn to cover the iridiscent beauty of the robes of flimsy chiffons beneath.

Reversing and Combining Furs.

A new idea is to have the skins made up running in opposite directions giving a shadow stripe effect that is most attractive. Taupe or mole lends itself wonderfully well to this treatment and Hudson seal is highly effective when made up in this manner. A lovely mantle coat of sable worked in this way was draped across the front in shawl style, fastening with one jewelled button. There was an enormous collar cut square behind, and finished in front with a great jewelled ornament, holding a jabot of antique Venise. This mantle coat was only one of many shaped on long, narrow enveloping lines that lend a slender grace to the woman who wears them.

With plain, tailored suits, scarves and large muffs to match are worn, but equally fashionable is the scarf of velvet or satin, with narrow borders of fur. Short, straight, broad bands of fur have the ends finished with gold or silver lace or pleated braid of metal, and some have medallions or rich brocade or tapestry, as a finishing touch to the ends of the fur. Motif medallions of brocade, tapestry or gold lace are used as the centrepiece of the wide, flat muffs.

There is a growing fancy for combining furs. This style of mixing two colors of fur has caused quite a sensation and judging by the admiration it excites, is likely to become a popular fashion.

Typical of the newest mode are the gowns described. One was of black velvet elaborately trimmed with chinchilla fur and the other of black satin trimmed with ermine. The latter had a long tunic cut up at one side and bordered with bands of fur. The skirt beneath was of Venise lace having a hem of black velvet around the bottom.

The Vogue of Laces.

It would be impossible to over-rate the vogue of lace at the present moment. Frequently it is mixed with furs on smart afternoon dresses, and on evening gowns, broad bands of Venise, Ireland or metal laces are framed in narrow lines of fur. Doubtless lace will be even more extensively used, when the Spring arrives for quantities of lace are being used to trim Riviera gowns.

A lace-trimmed tailored gown is something quite new but this has been acceptably achieved and will make its appearance at Cannes, or Nice at an early date. The material is a ribbed cloth known as "cote de cheval," in dead white and the trimming consists of a heavy make of black Chantilly. A wide flouncing of this lace is put on plain and flat around the bottom of the skirt, under a heading of black fancy galoon with touches of gold and red. A narrower flouncing put on under a trimming of the same galloon edges the coat and there is a very deep collar of the same lace to the coat, finished with a crossed bend of dull red satin.

Another lovely gown included in the same outfit was of silver grey charmeuse with a deep band of white Venise, around the skirt, and with narrower bands trimming the bodice and sleeves.

The new tailored models prepared for women who are going south are specially interesting, as they shadow forth the new suits to be worn, when the Spring season opens up.

Jackets are becoming shorter and shorter and bolero effects are being revived, but under a totally different form from those worn before. Many of the new suits are of cloth and velvet combined, or of velvet and satin.

The plain, tight skirts mean that heavier fabrics have to be used, and ratine and zibeline are two favored suit fabrics for Parisian wear. Women, who are going south are choosing mixed tweeds and serges, and a kind of rough cheviot is in high favor.

Double faced materials in Scotch mixtures showing flecks and knickers of bright color on the one side, and fancy checks and stripes on the reverse, are very fashionable. Serges and light homespuns in new colorings are very much used. Yellow, tans and nut browns are high novelty shades, and blues, greens and browns are most fashionable.

Beautiful Gowns at New Year Functions.

No fashion letter would be complete without mentioning the beautiful evening gowns so much in evidence. Many triumphs of Parisian designing found their way to London to be worn on New Year's eve. As the festivities included supper at one of the great hotels, all the leading hostelries made special preparation.

At both the Carlton and the Ritz Hotel, many beautiful gowns were worn. Though well-known women in London society still cling to black, superb gowns in rich colors were seen.

A notable feature was the number of low coiffures, and the number of women, who have adopted the bang. Long trailing skirts and clinging tunics were an all-prevailing feature.

One tall, fair woman wore an elegant robe of rose-petal satin, veiled with a draped tunic of mousseline exactly matching the satin in shade, with the tunic and bodice opening edged with pointed motifs of Venise lace. There was a draped ceinture of deep ruby velvet and tiny bretelles of the same, and a little tucker of soft silver tulle.

Two sisters wore remarkable gowns, one of orange and the other of flame red. The orange gown was veiled in tulle of the same shade, embroidered in dull gold and strass beads. The Japanese sash with long ends was of shaded orange panne-velvet, and Venetian lace formed the collar and the epaulettes over the shoulders. The flame red dress was also of satin, veiled with embroidered mousseline of the same shade, heavily beaded with jet. This dress had a kind of tablier front to the tunic, reaching to the hem of the skirt, and caught low down across the back by an emboidered band of satin, from under which fell a narrow, short train.

A Profitable Department For You!

There is not a single dry goods merchant in Canada who could not make more money if he would open a Children's Dress Department.

Ready-to-wear dresses for children are just what nine-tenths of the mothers want.

We have helped hundreds of merchants to bigger profits by inducing them to open a Children's Dress Department and to stock it with Home & Watts' garments.

Most of them started with a small stock, but it proved such a money-maker for them that they were glad to enlarge it.

There's an opportunity right here for hundreds of other merchants.

Our travellers are now out with samples of the swellest line of dresses for misses and children you have ever seen.

If they do not get around to you in time, drop us a line and we will be glad to send you a sample shipment.

HOME & WATTS
LIMITED
Children's Dress Specialists
Duncan and Adelaide Sts.
TORONTO

Fabric Salesman Must Know

Not Enough to Have Reliable Goods — Must Show that he is Familiar with Style Changes

THE variations caused by fashion in relation to weave, weight, pattern and color have become the strongest selling influence in the dress goods department. The retailer who is doing the best business is the one who is most alive to the great importance of these fashion influences. The man who is most in touch with fashion and who can show the new thing is doing the best business and this is shown by the celerity with which the dress departments in the leading stores take up the new fabrics as they are launched by the Paris model houses.

Manufacturers, too, are realizing that fashion creates the demand nowadays, and not only are they supplying the high class trade, but also are endeavoring to produce almost simultaneously the same effects in popular-priced merchandise.

It is not sufficient to have the reputation for keeping reliable goods, but the merchant must make his customers feel that he is perfectly familiar with the trend of style, and that he keeps sufficiently abreast of the mode to be able to show the novelties in fabrics as they come out. In other words, customers must be able to rely upon the merchant's judgment in fashion matters.

This development in the management of the dress goods department has been greatly brought about by the great development in the sale of ready-made garments, which has resulted in the removal of the staple portion of the stocks from the dress goods department, leaving the business to be done there on novelty lines.

New Buying and Selling Problems.

This means that new buying problems and new selling problems have been created and it is to this fact, and to the fact that these problems have not as yet been properly mastered, that much of the complaint as to the trouble of doing business in this department is due.

The buyer who can efficiently tackle the proposition of buying for and managing a dress department, has an infinitely greater task before him than the old-time buyer. Then, the wear a fabric would give, was the great question. To-day, the question of due service is implied, it is the buyer's care, and part of the department's service and reputation. Will it wear? is a question seldom asked by a customer. "Is it the new color?" or, "Is it the new fabric?" are things a woman wants to know. As a matter of fact, however expensive a material may be the majority of women do not calculate upon wearing it more than the one season.

Travel to larger centres is essential on the buyer's part, as it will often give the key to what is coming, in the way of demand. The buyer must be pretty sure of his ground, for often, to his chagrin, goods that are selling freely in the larger centres will not develop until a later date, perhaps not until a season after, in the remoter communities.

In this case he must have backbone enough to hold on to his stuff, for it is a case for patience and introduction rather than cut-price methods. To job out goods, and find the demand come for them later, and most possibly not be able to obtain them when wanted, is an annoying experience that few buyers are strangers to.

The reputation of always having the new goods is a great asset to the dress goods department under modern conditions. If customers have faith in the merchant's

NATIONAL LINE FOR 1911

COMPRISING ALL KINDS OF

SEPARATE COATS

We make every line of COATS from LINEN to SILK PLUSH, and can INCREASE SALES in any COAT DEPARTMENT.

The GARMENTS are exquisite, beautiful fabrics in styles of distinctive merit and have a LASTING VALUE.

LADIES'

RAIN, TOURIST and AUTOMOBILE COATS, all the new materials, Tweeds, Serges, Fancy Mixtures, Single and Double Texture Rubberized Cloth.

IT IS EASY TO TALK STYLE, SNAP AND VIGOR
LET US PROVE IT?

NATIONAL goods successfully meet all requirements for this season. They are DURABLE, WELL FINISHED and have held PREMIER position in face of strong competition.

Our Specialty as usual is Waterproofs and Rainproofs.

Our new factory will double our capacity. Watch for announcement date.

"THE SPECIALTY COAT HOUSE OF CANADA."

The National Rubber Co. of Canada

MONTREAL

Give Your Goods the "Quality" Hall Mark!

by attaching an attractive silk-woven label to each garment. There is no means at your command of obtaining such continuous and forceful publicity as the

ARTISTIC SILK WOVEN LABEL

which has an advertising value limited only by the life of the garment.

We make a very wide range of labels, suitable for every kind of ladies' and men's wear, and would like the opportunity of designing a label to suit your particular requirements.

Get our prices on ribbons, mercerized skirt binding, webbing for hose supporters, stay binding, etc.

Send along details of what you are manufacturing. We will advise you fully.

Colonial Weaving Co.,
Limited
Peterborough :: :: Ontario

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

Here is a book on the Art of Advertising, by a Canadian author, which no

PROGRESSIVE MERCHANT

should be without. It contains LXXIX chapters, with over 500 original newspaper advertisements, and is in nine parts, dealing with such subjects as Newspaper Advertising ; Supplementary Aids to Newspaper Advertising ; Schemes and Selling Plans ; Sales Advertising ; Advertising of Specific Lines ; Mail Order Advertising ; General Advertising ; Technical ; Miscellaneous

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TECHNICAL BOOK DEPT.
MACLEAN PUBLISHING CO.
143-9 University Ave., TORONTO

lines and relies on his selections, such a condition will go far to eliminate the trouble referred to above, simply because customers will buy the new things on his recommendation.

The question of display is of first importance. Windows attractively draped, and accurate fashion talk in the store advertisements should introduce the new goods. Nor should the question of display be the window alone, for the department should be one large dress goods panorama from end to end, both on the counters and ledges. Use growing plants, use artificial flowers, elegant furniture if there is room, but above all show your goods, and show them in such a manner that customers can get at them. Give the public every encouragement to visit the department.

One reason why, under modern conditions, the dress department on the second floor has proved such a success, in spite of the predictions of failure from old time dry goods men, is the scope it affords for effective display.

Stamped Goods and Linens

English Embroideries for Lingerie — Practical Articles Lead for Fancy Work — New Cap for Sports and Street Wear — Cushions and Covers

Emphasis is laid on useful articles in the recent importations of fancy goods, wholesalers looking to the season of 1911.

Corset covers stamped for English embroidery, outline, satin stitch and eyelet, show very fine, dainty patterns. Much, too, is seen of infants' garments for hand work. Little hoods and bonnets are specially featured. New wash belts, whose popularity is elsewhere predicted, are seen in various patterns for English hand work. Aprons come in great variety to be embroidered and also for lace trimming and inserting.

Much crochet work will be done during the coming year, all indications pointing to the increased demand for crochet and knitting wools, plain and fancy. Not only infants' articles but many novelties for adult wear will be so made. Chief among these is the new skating cap, upon which New York stores are now so busy. A big advance trade is being done in it here, though it is only a few weeks old. Next Fall will probably see it firmly established. This cap can be crocheted from the heavy wools in a matter of two hours or so. It is not unlike the skull cap, or toque, worn for skating by men, but it is much larger, with deep, turn-back brim, designed to rest upon the present full coiffure without crushing it. It is, on this account, a much needed article for warmth and comfort as well as universal becomingness. While it is easy of production, the demand is so great at present as to put the price up, making a fine profit. Wools for these caps can be obtained from any wholesale. Chenille and angora are also used in their making. They are seen upon the street as well as for sporting use.

Crocheted laces having come in strong will place a demand upon the crochet threads and patterns. Irish crochet is much favored to-day. These edgings will be seen as in former times upon underwear, pillow slips and all fancy articles where lace is used.

Greyish and natural linens lead for cushion covers, etc., and designs show both arts and crafts and floral. Flosses include mercerized and wood silk. Three inch fringe will be much used.

Mercerized Flosses.

One great advantage possessed by mercerized flosses is that they do not change color when washed. Pure silk when white often yellows.

Parisian P. C. Corset Popularity Demanded New and Bigger Factory

This new home is the largest exclusive corset factory in Canada. Its erection and equipment ensures unequalled service to our customers, and permits the extension of the same efficient service to many additional accounts. Let us help you to a bigger, more profitable and more satisfactory corset business.

1911 will be a still bigger Parisian P. C. Corset Year.

Parisian Corset Mfg. Co., Limited

QUECEC

Ontario Branch, Brampton, Ont.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASCOW, SCOTLAND.

WESTERN ASSURANCE COMPANY

Incorporated 1851

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HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
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ESTABLISHED 1849

BRADSTREET'S

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Please mention The Review to Advertisers and Their Travelers.

TEXTILE DOMINION CO·LTD·

THE IDEAL CLOTH

FOR

Every Kind of Outing Wear

IS

A A DUCK

The finish and weave in these goods are perfect and they have a distinguished and exclusiveness which satisfy fastidious people.

Build up a permanent and more powerful business by stocking this line.

A A DUCK will interest buyers of discriminating tastes.

ASK YOUR WHOLESALER

TEXTILE DOMINION CO·LTD·

Please mention The Review to Advertisers and Their Travelers.

Serges, Leading Spring Lines

Finer Weaves - Panamas Close Second—Black and White Effects Strong — Sorting Buyers in the Market.

Though the opening of the retail season is so near at hand there is no particular activity as yet exhibiting itself in the dress goods market. Retail buyers are beginning to come in but their purchases have not been large and as yet are confined almost exclusively to staple lines.

Serges promise to be the Spring leader, both with the manufacturer of ready-to-wear garments, and with the counter trade. This fabric is being taken in a wide range of qualities, the principal demand being for smooth finished fine cloths. The rougher effects are selling, and there is some demand for quite rough finishes in cheviot serges. Panama is a good second to serge and like the former mentioned fabric is greatly favored both for retail selling and for the cutting up trade.

In fancy effects pencil stripes are strong, and white, black or blue serges woven with black or white stripes are in high favor. Fashion points to a wide distribution of black and white effects in all fabrics in stripes, checks and mixtures.

Grey suitings in a list of shades ranging from silver grey to dark steel effects are prominent. Tan and brown mixtures are being taken to a limited extent but are likely to increase in favor as the season opens up.

Homespuns are also talked of in some quarters and are being taken by a number of the cloak and suit houses and by the buyers of the large departmental stores.

A new feature in high class departments is the showing of satin faced fabrics both in silk and wool and all wool materials. This class of trade has taken up wool backed satins, and this fabric is being used by the better class garment houses.

Extensive Variety of Silks

Silks Selling Freely — Bordered Effects and Novelties — Showing New Tub or Fancy Wash Silks— Demand and Values Favor Wide Widths

Silks in a wide variety of fabrics are free sellers. Foulards are still the leading feature and are shown in a bewildering variety of designs for the coming season. The jobbing trade, who have stocked foulards have sold them freely, and are sold out of many patterns shown in their advance lines.

The latest novelties in foulards are the bordered cloths, and as these effects are endorsed by Parisian designers, in the larger centres at any rate they will enjoy a large sale. Borders are not confined to foulards, and bordered satins and other silks are included in ultra-novelty lines.

Wool backed satins in weights suitable for suits, costumes and wrap-coats have passed the experimental stage and are being successfully featured by high class garment manufacturers. Large buyers have also placed orders for these cloths in a variety of shades and wool backed satins promise to be one of the high novelties for the season.

Messalines, paillettes and soft-finished satins are selling both to the cutting up trade and for the counter trade These goods are wanted as a foundation for the silk voiles and marquisettes that are in the front rank for costumes and evening wear and which are almost invariably made up over a satin surfaced foundation

Heavy soft satins of the satin duchesse order are showing for tailor made wrap coats. The ultra novelty for this purpose is the double-faced or Janus satins.

Foulards and satins with pencil stripes in white on black or blue and black or blue on a white ground are leading fancies, while black and white stripes and novelties in taffetas are in high favor.

As Summer selling approaches there is a demand springing up for tub silks. These are developed in good quality china silk with woven pencil and novelty stripes.

With a more extensive use of silken fabrics has come a greater demand for wide-width silks. The consumer as well as the cutting up trade are showing an increasing appreciation of the utility of wider silks, and the prejudices of buyers are giving way before the insistent demand.

Likely To Remain High

Canadian Cotton Prices May Increase — Prospect of Good Demand From West — Wash Goods Have Sold Steadily

Canadian Cotton prices generally are likely to remain at the present high level for at least some months to come. As to whether there is any probability of further change before the season goes out one man's guess is as good as another's, and no one is in a position to say exactly what will happen. If the demand for manufactured cotton continues at its present level in Europe and the United States, prices are bound to remain at least as high as they now are, and may possibly increase. Should the demand for any reason, fall off in these markets, through hard times, which are not probable this season; through a break in the money market, or for any other reason, then prices would undoubtedly drop.

As the situation now stands there is a big shortage in the world's cotton supply as compared to last year. The crop of 1908 averaged about 12,000,000 bales, and 1909 came in with a balance on hand of about 2,000,000 bales. Last year's crop has been variously estimated at 12,500,000, 12,000,000 and a little less than 12,000,000 bales, and the balance coming into the crop of 1910 was only about 800,000 bales, consequently if the world at large consumes as much cotton as last year, then this season is bound to face a shortage.

Western Trade Prospects.

A good trade is anticipated with Western Canada this year. Last year's financial situation was rather tight in that section of the country, and crop prospects poor. For most of the season there was a general depression of trade. This year has opened for Westerners with stock in good condition and things seem favorably situated for starting well in the spring. Should the West be favored with an early seeding time, and any sort of favorable weather, then trade in that part of the country is bound to advance very materially.

Spring and Summer Selling.

Good orders have been placed for both Spring and Summer selling in all lines of staples. There has little new developed in either materials or prices since last issue, but the season of advance lines for fall trade is rapidly approaching. The Dominion Textile, of Montreal, expect to be ready with a full range of ideas in Fall goods, prints and staples, about the first of March.

Wash goods have sold steadily all through the past month, and almost without a single cancellation of ord-

ers. The demand for printed wash goods seems to be increasing, and there is a hint that bordered fabrics will enjoy a fairly good run later in the season. Especially is this so in the case of fine and fancy cottons. Printed dimities, voiles, marquisettes, foulards, lawns, organdies and batistes are proving good sellers. Ginghams and yarn dyed wash fabrics are also selling well, and mills making a speciality of turning out reliable yarn dyed goods are doing good business in these lines. Leading mills have now reached a point of completeness where they can guarantee as fast, colors that were once looked upon as fugitive. Weavers, during the past few years have accomplished wonders in the production of semi novelties, sufficiently out of the beaten path as to make them attractive as well as serviceable, and these have done much to increase the favor accorded washable goods.

Voiles and Wash Fabrics

Sheer Weaves in Silk and Cotton Mixtures the Best Sellers --- Bordered Effects are Latest Novelties --- Zephyr Gingham.

Everything points to a good season in fancy cotton dress fabrics. The fashion movement in these goods is all in favor of open weaves and sheer materials. Marquisettes and voiles have been freely taken not only by the leading retail buyers but by the makers of high class waists and costumes. The advance sale of these fabrics has been so great that it is impossible to place further orders in some leading lines at anything like a reasonable date for delivery.

Fancy silk and cotton mixed fabrics have kept in high favor for Fall and these goods have done unusually well for the coming season. They have been taken in printed effects and in brocaded patterns on an eolienne ground in solid colors.

Printed cotton voiles, and such fine goods as dimities, organdies, batistes are included in the list of big sellers. The latest novelties here are bordered effects and these include a number of beautiful novelties both for day and evening wear. Metal prints are new, and both Persian stripes and Scotch tartans are shown, as also are border effects showing jacquard stripes in black or colors.

There has been a big advance sale of zephyrs, ginghams, and re-orders are coming in freely on these goods. Shepherd's checks, Scotch and fancy tartans, fancy plaids in various soft colorings and jacquard stripe effects are some of the leaders.

Generally speaking the only satisfactory business done by manufacturers has been in novelty fabrics.

Good Demand for Knitting Yarns.

"The Canadian cotton yarn situation at the present time is exceptionally good, perhaps never was better," is the opinion expressed by Canadian cotton manufacturers. Knitters are extra busy this year, owing to the demand for all sorts of knitted goods, a demand which has resulted in a good many rush orders for yarns, and a steady demand for future delivery. All orders reported so far as placed for next season are good, and at rates on a basis with the high prices demanded for raw cotton, and in accordance with cotton goods prices.

The cotton yarn market is perhaps the best and most consistent market of current trade, although prices are keeping well up on all goods, and trade prospects in all lines for Spring and Summer business are exceptionally good.

But although prices for cotton yarns are much higher than last year, from ten to fifteen per cent. higher depending on the count of yarn, yet they are still lower than the prices to be paid for raw cotton and cost of production would warrant, though higher in proportion to the cost of materials than trade prices in any ather lines.

Present Importance of Silk Section.

The advisability of increasing the amount of display of the silk stock is one that should be given the utmost attention at this season. The importance of this department in view of the increased purchases the merchants have made, anticipating greater business—any far-seeing merchant knows that the coming Spring season is to be one of money-making opportunity in this section—demands that increased space be given and provision made to handle this department successfully.

The Review has noted, from time to time, the effect prominent fashions are to have, and the demand for silks in the making of the new dresses and gowns. The only conclusion is that silks will occupy an almost unprecedented place in popularity for the coming Spring.

It is advisable, therefore that every effort be made to place the silk section in a prominent position. Any increased space that can be so used will be well paid for by sales and renewed enthusiasm on the part of the salesmen.

In window trims it will be well to have tasty displays showing exclusive waistings, and exclusive or novelty dress lengths kept prominently before the buying public to keep interest centered in the silk section.

Many of the best customers looking for novelty and exclusive gowns can be interested at this season and orders placed for dressmaking department in order to secure early delivery and avoid the Easter rush.

It is none too soon to make these changes in the silk section and bid for the extra business which the merchant rightly and confidently expects.

In the United States a general policy of curtailment is talked of by the manufacturers in the effort to obtain a better working margin. All this points to the maintenance of the present level in cotton prices. Even if the most liberal crop estimate of 12,500,000 bales should be reached it will bring the visible supply down to the very low figure of 358,000 bales.

An important factoe in the maintenance of the present price level is the big export business now being done by the Lancashire manufacturers which will make them continue to be enormous consumers of raw cotton.

New price lists from Belfast, as a rule, carry advanced rates and there would seem to be no chance of a change in prices in favor of buyers at anything like an early date as both manufacturers and spinners have plenty of orders on their books.

Another reason for caution in this respect is the advancing prices in flax. The flax crop this year was not up to the usual figure neither with Continental or Irish producers, due to the bad weather conditions. Yarns are advancing in price and spinners have to pay full rates on new orders, and owing to the shortage in the flax crop there is little likelihood of lower prices. Indeed, the tendency is all in the other direction. Fewer orders are coming from the United States, and Canada, Australasia and South America are the best buyers of linens that Belfast has at present. Canada, it should be noted, is becoming one of Belfast's best customers.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que

Be Prosperous – Start 1911 on the Right Road

Never in the history of advertising was there such a success—such a producer of business as our Successful Special Sale System. Our plans will assist you to do Three Months' Business in Ten Days. Investigate our proposition.

The Only Successful Special Sale Promoters.

FRED W. WEBER & COMPANY
427 East 47th Street, . Chicago, Illinois

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $20 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

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Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

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Largest Importers and Manufacturers

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The Commercial Account Register

pays for itself in a few months. For simplicity quietness in operation, durability and elegance in construction it has no equal. Cuts out bookkeeping and fits any safe. Send postal for catalogue and Canadian testimonials.

COMMERCIAL REGISTER CO.

178-180 Victoria St., Toronto, Ont.

What Other Merchants Have Found to Pay

All of the signs in the window of a dry goods store were in the shape of a hand with the index finger extended. Each hand bore the same opening phrase, "We point with pride to —" and then following some snappy advertising of the article indicated, the finger, of course, in each individual case, pointing to the article mentioned.

* * * *

A check room where the out-of-town buyer can check his or her parcels free of charge is operated by one up-to-date store. The opening of the room was announced in a circular letter which was sent to a list of all prospective customers in the surrounding district, and enclosed was a card which entitled the recipient to the service free of charge on presentation of the ticket.

* * * *

There will always be a certain number of superstitious people in the world, and for the vast majority a forecast of the future is always fascinating. One merchant catered to this little weakness by placing in his window a framed placard giving the horoscope of those born between certain dates, planetary influence, lucky days, etc. People have been known to go considerably out of their way to read these cards.

* * * *

The plan adopted by a clothing firm of enclosing in each package sent out a little slip entitled "Stories of Success," relating the story of some familiar character who had risen from obscurity to fame, might be employed to advantage by merchants in their advertising. Such stories, describing the climb of successful Canadians, would be easily available, and would, if properly conducted, attract attention thereto.

* * * *

Generosity always pays. In one store the manager has one clerk clip from the newspapers all items relating to accidents to people within the store's territory. When it happens that one of the unfortunates is a person who is paying for something on the instalment plan, the manager who is fairly well acquainted with circumstances sends an appropriate letter and encloses a receipt for the next payment. The advertising makes it worth while.

* * * *

In announcing a "Tag Day" in connection with their anniversary sale, a clothing firm pointed out that every person "tagged," instead of being held up for something on that day, would be given goods of real value. Four tags of different colors—one for each of the departments—were enclosed in a neat leather tag-holder, such as attached to trunks or bags, and schoolboys or girls were hired to distribute them. Each tag entitled the holder to a discount on goods purchased in the respective departments.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

Buttons! Buttons! Buttons!

Are you looking for up-to-date novelties? We are specialists in Ivory, Pearl, Metal Covered and Fancy Buttons, Paris and New York designs, suitable for the manufacturing trade. Will gladly submit samples.

Embroidery and Braiding
Machine and hand work. Write us for particulars.

A. WEYERSTALL & CO.
145 Wellington St. West, TORONTO

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

CANADIAN MANUFACTURERS

In order to complete my range, I am prepared to accept agencies for a few more lines. Manufacturers interested are invited to ask for further information.

OTTO T. E. VEIT
Wellington Street West, TORONTO

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers. Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade.

The G. A. Tranter Co.
Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
ST. JOHN, N.B. HALIFAX, N.S. LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

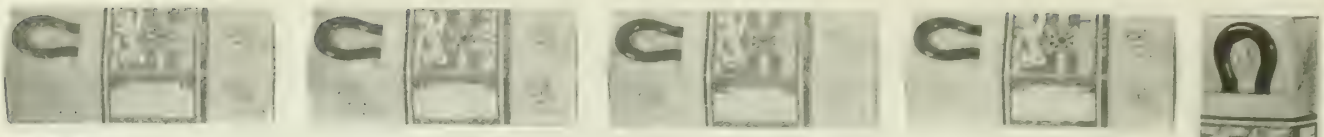
MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

19 Passage de Petits-curies, . Paris, France

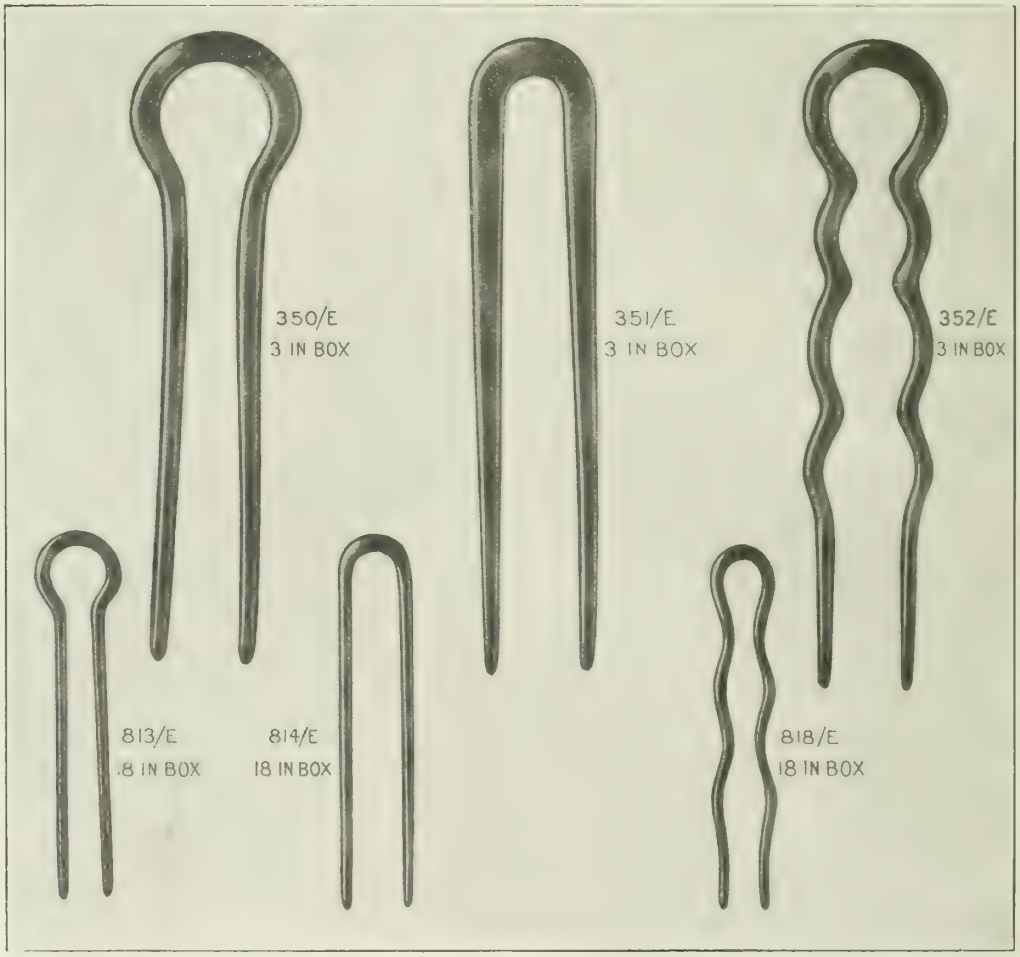


THE EARL

Everbrite

Washable Hair Pins

can now be retailed in the same quantities and at the same price as ordinary pins. The retail profit is liberal and your customers get a sanitary pin that can be washed with absolutely no loss of shape, color or finish.



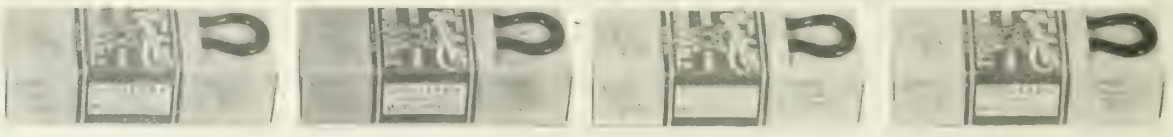
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W. D. EARL & CO.
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813 E			
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351 E			
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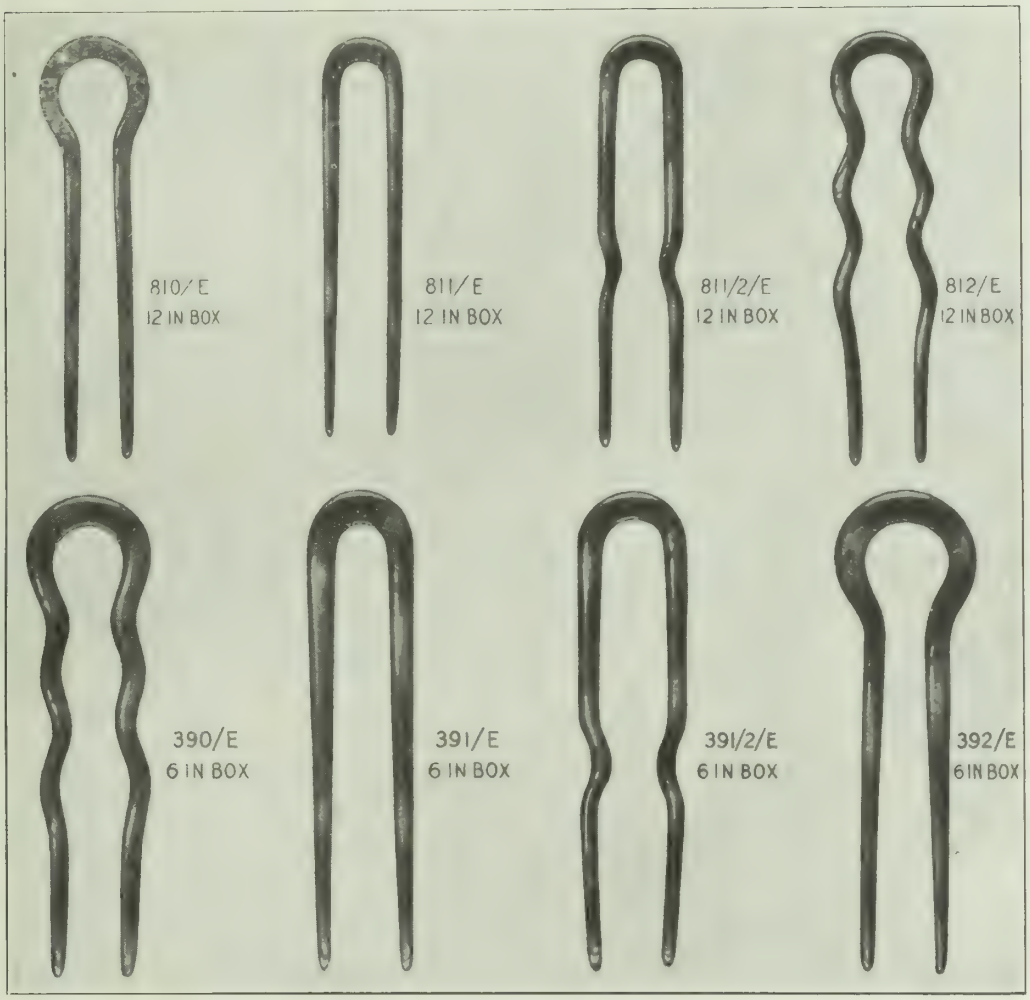
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Hair Pins because no other pins offer the same advantages to your trade and the same profit to you. EVERBRITE is a new patented finish that adds a higher lustre and makes the hair pin washable without loss of shape, color or finish. This we guarantee.



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We are protected by letters patent No. 932,888, October 1st, 1909. All offenders offering goods infringing our goods and all dealers offering for sale such infringements will be liable under the law.

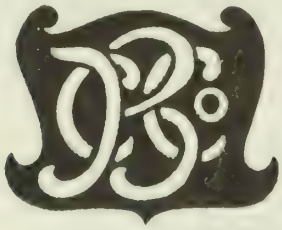
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BRINTON·CARPET·Co LIMITED.



MANUFACTURERS of HIGH CLASS BRUSSELS·WILTON & AXMINSTER·CARPETS·&RUGS.

FACTORY & OFFICES
PETERBOROUGH. ONTARIO.

February 1, 1911

TO THE CARPET BUYER:

Dear Sir,-

This month we beg to call carpet buyers' attention to our four special lines. Make a note of them and when our travellers call ask specially to see them. For style, make, wear and dye we have no competitors.

KUHISTAN CLOTH

This is a new fabric, heavy in weight, all cotton back, and the range comprises excellent reproductions of antique Oriental rugs. The fabric is made in rugs, stairs, runners and mats of all sizes. It is without exception the best value on the market today.

GUILISTAN WILTON

an extremely handsome Oriental rug at moderate prices. A fabric which we have been making some time and which has given universal satisfaction. So much so that we have doubled the number of designs carried by the old company and which are composed of Oriental motifs in rich, soft, Persian colorings.

REGINA AXMINSTER

The quality of this fabric is well known and we are now making it in high-class self-color designs and pure Orientals. This Axminster is made to wear and in consequence finds favor where many other Axminsters are viewed with disfavour. The Regina Axminster has been put down in some of our best Canadian hotels, side by side with imported Wiltons, and has never been found wanting.

REGAL BRUSSELS

another line which we have been running some time and which we are increasing owing to the splendid reception it has met with. The designs are largely Oriental. A splendid piece of Brussels which will give undoubted satisfaction.

OTHER LINES INCLUDE ALL GRADES OF EXPENSIVE AND INEXPENSIVE BRUSSELS AND WILTON SUITABLE FOR EVERY PURPOSE.

OUR ENDEAVOR IS TO MAKE THE BRINTON LINE THE MOST COMPLETE, ARTISTIC AND BEST VALUE ON THE MARKET.

Yours truly,

BRINTON CARPET CO., Limited.

Furnishings and Decorations for the Home

Carpets and Rugs in Fawn

Orientals Lead, but Medallions After the Adams Motifs are Good — Florals in Louis Quinze Designs

THE strong color feature in Spring carpets and rugs is the fawn range of shadings. At first it was widely supposed that yellows and the pumpkin browns, so popular last Fall, would be leaders for the coming Spring, but fawn seems to have stepped into first place as the high novelty. Green, is, as usual, the great staple line.

Some importers are making a feature of the seamless tapestry square made to their own design and in their own chosen colors. A very handsome rug of this sort retails at $16. It was a change from the universal Oriental in that it had floral design in each corner, in medallion effect on a buff ground. Many floral corners are seen in this style on self-colored rugs, or rugs with a tiny medallion or scroll in shade slightly darker than, or in soft contrast with the self-tone.

In all styles, a tendency to the period motifs is observable. Adams' urn, scroll and medallion and the small Louis Quinze floral effects in garland or bouquet are seen at widely varying prices.

Coral reds, running into pink, are the brightening touch preferred on a brown, fawn or green rug similar to those above described.

The medallion centre is a leading feature of Spring importations. A very pretty effect was of Indian workmanship in soft terra cottas and greens, showing the conventionalized lotus and the god. This rug also had medallion centre.

Many merchants provide a made rug of piece goods in place of the somewhat more expensive rug in one piece. These lines are extremely good looking at the price, and are made of excellent wearing material. Borders are carefully matched, and the whole effect quite as artistic as many a rug. On the whole, however, it is the rug in which the bulk of trade will be done.

In spite of the cropping up of fine novelties in floral and period designs, the Oriental rug will be the season's leader. Excellent imitations at surprising prices are being put on the market in fresh styles, every day. For softness of coloring and fitness for almost any purpose, they cannot be surpassed.

Upholsteries and Hangings

Gothic Designs in High-Class Numbers — Popular Favor Shown Floral and Self-Colored Effects

Gothic designs, of which a sprinkling appear in Elizabethan decoration, are being widely shown in pure and exact reproductions for hangings and upholsteries. Besides these little else of unusual nature has as yet transpired. The Gothic patterns include the acorn and the conventionalized gryphon. Many half-mathematical effects are seen, reminiscent of the Coptic art.

The chief beauty of Gothic design is in its solid contrasting blocks of color, which give great richness, while at the same time sombre in tone. Colors are by no means necessarily dark. It is hardly to be expected that these designs will pass into everyday use.

Popular favor rests at present with pompadour wreaths and garlands, and dainty floral effects.

Madras, Scrim and Muslins.

Printed scrims in stencilled designs bid fair to outrival madras for a time. These scrims are exceedingly effective and much cheaper than madras, but there is no doubt but that the former shows up better color against the light. All sorts of new designs are seen in both, scrolls of color on a cream ground being a favorite pattern in madras, while the scrims have many art nouveau designs. Oriental borders are much seen on scrim. Moirette scrim was the novelty fabric in this line.

Curtains will be self-colored in many popular lines, especially those for use in Summer homes.

Rope portieres continue to be favored for this purpose. The popular trade takes them, many persons of moderate means preferring to change their heavier portieres for rope hangings during the Summer.

Grecian cloth is a novelty portiere for the coming season. The weave resembles poplin, while one side has the satiny finish of a French soleil cloth. The color was champagne by preference. Buff and tan were found specially good sellers in all lines, as also was green.

The New Lace Curtains.

Lace curtains show a novelty line of Battenberg in sill length, (2½ yds).

Arab nets in huge, square designs and heavy mesh with maltese motifs, are selling splendidly in all lines at widely varying prices, according to quality. From thirty cents a yard up, very handsome and up-to-date designs may be retailed.

The Price of Cotton.

Despite the rise in cotton, merchants will find no appreciable difference in this year's prices. After next June, the effect will doubtless be felt in some lines, but, till that time, the manufacturers and importers declare that neither merchant nor public will have to pay more for the same article than at this time last year.

Wall Paper in Fabric Effects

Variations on the Fawn, Brown and Champagne Shades are the Feature

Spring wall-papers are now coming in full swing. While many cream and ivory effects are seen, the darker shades in this range do not, as expected, run so much into brown as into fawn. Navy Jasper or "Jaspe" effects will be produced in self-colors. Other decorations in the room being chosen to correspond.

With a paper of this type much use will be made of the cut-out or specially arranged border to produce panel effects. Some very beautiful bedroom designs had these panels outlined with small flowers in scroll design.

Small to medium floral effects appear to predominate at present, much use being made of these in conjunction with an imitation fabric paper. Linen, both coarse and fine, Chambray in shot weave, and cretonne effects will

THE more your Wall Paper talks the less you will have to. If anything can be said to sell itself it certainly is

STAUNTON WALL PAPER

STAUNTONS Limited
Wall Paper Manufacturers
941 Yonge St., TORONTO

be reproduced in wonderful likeness in the new wall papers. These shades come in delicate tint and nearly all designed to go with floral effects.

Gothic wall paper will be a high novelty for dining rooms and halls.

Period Decoration Featured

Strong Tendency to Re-Create the Elizabethan Manor House on Canadian Soil — Interiors of New Mansions Deserve Attention

The day is fast passing when luxurious interiors are confined to our American neighbors. Several handsome mansions have recently been erected by Canadian millionaires. These contain the best and latest ideas on interior decoration, and are all the more important because, instead of being freakish or exclusive, they illustrate certain well-defined general tendencies to which the climate and character of the scenery has given rise.

Exteriors are of brick or stone, warm colors being favored, owing to the long winter. Interiors are ample, warm and well exposed to the sun. No type of decoration so lends itself to these uses as the Elizabethan or early Jacobean. Consequently, we are seeing reproduced here the old English manor house, with its great hall, frequently galleried, its huge, inviting fireplaces and its reception or ball-room on an upper storey. This type of house lends itself to amplitude without pretentiousness. The finest tapestries may be used upon the walls, the most expensive pictures hung, and yet when all is done, raftered ceiling, paneled wall and emblazoned fireplace still look absolutely home-like and inviting.

The hall of the new home of Mr. Jack Eaton, of the T. Eaton Co., illustrates some of the finest of the Elizabethan characteristics. It is very ample, hard-wood finished with the addition of rugs, and has the Newel-Post staircase of the traditional manor-house. This hall will be remarkable for its historic tapestries, imported by Mr. Eaton for the purpose, and each worth a small fortune.

An exquisite Renacence design was recently carried out by a prominent Toronto firm. The hall has a staircase at one side. The fire-place, opposite the door, is a specimen of Gothic adaptation of rare artistic value. High-back, carved chairs complete the picture below, and over the rail of the encircling balcony above, Oriental rugs are thrown carelessly. Oak is preferred for floor, paneling and beans, as the color lightens the long, dark winter days.

Besides the Elizabethan, the Louis types are very popular with the public. Drawing-rooms are done in these constantly, and demand is felt for Chippendale and Sheraton. It must be confessed that the latter two are better art than the Louis, either Quatorize or Quinze. French styles have a certain want of solidity, of which men complain bitterly, while women seem to fancy them, in definance of climate and suitability. Chippendale has created an admirable compromise between delicacy and strength, and many reproductions are being looked for.

In forty years exports of oil and floor cloths from the United Kingdom have grown from 4,000,000 square yards to 45,000,000 square yards, and the prices in that time have decreased more than 30 per cent. The London Economist points out that in the last five years, United States, France and Holland combined have bought as much oilcloth and linoleum from English manufacturers as all of the overseas colonies

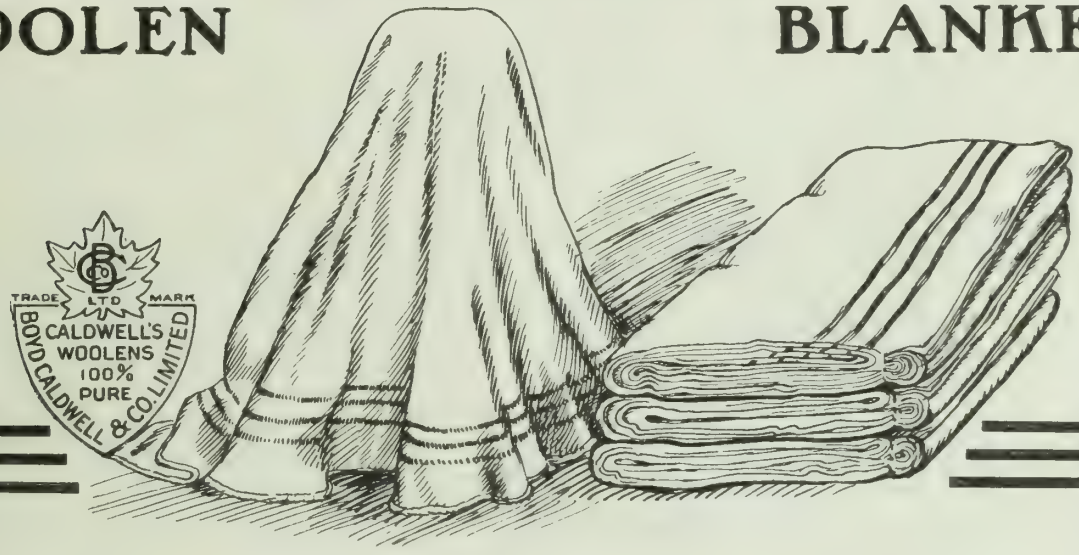
100 % PURE WOOL

CALDWELL'S

100 % PURE WOOL

Canadian-made

WOOLEN BLANKETS



These are the blankets that will give your customers a lifetime of good service. Their quality will be a perpetual reminder of your reliability as a dry-goods merchant.

These blankets have now become so well known, so actively in demand by the public, so satisfactory and profitable to merchants, that we keep one of our mills running full time exclusively on blankets.

They are made white and colored in two qualities, "Saxony" and "Arctic."

But remember this: both qualities are one hundred per cent. pure wool

It will pay you to examine Caldwell Woolen Goods if you have not yet commenced to handle them, because better values in woolens positively cannot be secured anywhere. And we sell

DIRECT TO THE RETAIL TRADE

thus giving you a price advantage by eliminating the jobbers' profit. Our travellers will soon be calling. Be sure you see their samples.

Boyd Caldwell & Company, Limited

Lanark Ontario

ESTABD OVER A CENTURY



It pays to specialize!

When competition increases and profits decrease almost to the vanishing point—then is the time to SPECIALIZE. And a sure way to help along your business expansion is to specialize on

DEARDEN QUILTS

They are noted for their artistic design, durable quality and superior finish, and are made in all the latest quilt patterns.

A comparison of Dearden value with that of any other will speedily convince you in favour of the former.

We are open to make any description or special design of quilts to suit your market.

MAY WE HAVE YOUR ENQUIRIES?

Sole Canadian Agent: R. H. COSBIE, Toronto.

JONN DEARDEN & CO LTD

11/13, BRIDGEWATER PLACE MANCHESTER.

Again Enlarging Their Store.

St. John, N.B., January 31.

Some important changes are being made in the premises of Manchester, Robertson, Allison, Ltd., wholesale and retail dry goods and house furnishings dealers, which will add much to the attractiveness and convenience of the company's stores. A two-storey brick building, 40 by 50 feet in dimension, with a 15 foot square jog, has been erected in the rear of the King Street building, and into this erection will be removed the retail offices which will occupy a 30 by 40 foot space, the rest of the building to be used as a warehouse.

The new offices which will connect internally with the silk department, will be well lighted and ventilated, and will have new and up-to-date office fixtures. The room at present occupied by the retail offices on the second floor of the King Street building, is to be remodelled, and added to the ladies' ready-to-wear department. The main stairway in the old store will be removed and the partition between the two stores on the ground floor will also disappear, throwing the present two stores into one large up-to-date store, to be fitted with the latest appointments and everything to make shopping a pleasure.

The parcel delivery room has been remodelled and enlarged, and the present accommodation permits of six packers working at the same time. There are separate bins for each teamster, who can now drive up through the company's own alley, whereas before they had a way in common with other firms. A new room, nicely furnished and painted, has been added in the rear building, and provided with tables for the use of the mail order and sample cutting departments. A novel feature is introduced into the carpet department in the way of a metal rug rack, which will have a capacity of showing 180 rugs, with only a trifle of effort on the part of the salesman. The oilcloth racks will be removed, and placed in the new linoleum and oilcloth department in the ground floor of the Wygoody building, where one of the wholesale departments has been holding forth.

Recently the firm opened sample rooms in the Keith building, corner of Barrington and Granville Streets, Halifax, and the Nova Scotia travelers now go out from there.

$6,000,000 in Toys from Germany.

The bulk of the American toy purchases at Nuremberg for this year have now been delivered and it is notable that they are considerably larger than last year.

For the first nine months of this year the declared value of toys shipped from this district to the United States was $1,854,319. This is $246,186 greater than the shipments for the same period last year and only $50,058 less than the shipments for the entire year 1909. Toy exports to America for the present quarter will probably reach $350,000, making the total for the year something over $2,200,000, an increase of more than 15 per cent. over 1909.

These toys pay an average of 35 per cent. duty or a total of about $770,000, and thus, without taking account of freight, they cost the American importers in round figures about $3,000,000. From the best information obtainable 100 per cent. is a small figure to add for freight charges, profits of wholesalers, and profits of retailers. Thus the toys bought in the single city of Nuremberg this year for the amusement of the boys and girls of the United States will cost the American donors the round sum of $6,000,000.

Sale of Stock of Staple and Fancy Dry Goods, Clothing, etc.
Brandon, Manitoba

Having decided to retire from business, I have concluded to offer my entire stock of staple and fancy Dry Goods, for Sale by Public Auction, as a going concern, at a **rate on the Dollar,** on the premises in the city of Brandon, on WEDNESDAY, the 15th DAY OF FEBRUARY, 1911, at two-thirty o'clock p.m.

The stock will be offered in two lots as follows:—

LOT No. 1—Staple and Fancy Dry Goods, as per inventory,	$19,578.06	
Store Furniture, etc.	2,010.60	
		$21,588.66
LOT No. 2—Men's Clothing and Furnishings, etc., as per inventory,	12,084.63	
Store Furniture, etc.	1,290.25	
		$13,374.88

The stock can be inspected on the premises, on and after Thursday, the 26th inst., between the hours of 10 a.m. and 6 p.m.

TERMS:—Cash or one quarter Cash, balance in two, four and six months, approved security, with interest at seven per cent. per annum.

As this stock is without exception one of the best assorted and up-to-date stocks in the Province, it offers to parties desirous of purchasing a first-class business a splendid opportunity.

As I am the owner of the premises, the purchaser can obtain a lease of same on the most favorable terms.

For further particulars, apply to Messrs. John W. Peck & Co., Limited, or the R. J. Whitla Co., Limited, of Winnipeg, or the undersigned.

Brandon, January, 1911 **A. C. FRASER & CO.**

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP
Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.
MONTREAL TORONTO OTTAWA QUEBEC

WE offer the greatest aggregation of up-to-date designs and modern color effects ever shown in America. In WALTON PATENT INLAIDS we show a collection of entirely new styles specially manufactured for the Canadian buyer---the "something different" that cannot fail to interest discriminating buyers. In FOUR YARD WIDE PRINTED LINOLEUMS our offerings are strong---a wide departure from the stereotyped styles of years ago, printed in the thorough fashion which has made the B. O. & S. Mills leaders in their line for a quarter century. PLAIN LINOLEUMS, including the BATTLE SHIP grade, are our specialties, the BARRY goods being the standard of the world's navies.

Barry's

SCOTCH

Linoleum

THE

STANDARD OF PERFECTION

Spring Lines

Now on Show

AGENTS

SCOTT & WEST CO.

510 Coristine Building, MONTREAL

ALEXANDER H. YULE, Manager

CANADIAN FUR TRADE NEWS

A Brisk Retail Fur Season

Sales in all Lines Reported Good — High Class Novelty Lines Sold — Business Good Since the New Year — Stocks Light

GENERALLY speaking the fur sales of this season have been ahead of last winter's sales in the fur departments of the merchants of the country. A sufficient reason for this is the connection formed by most stores direct with the manufacturers.

Merchants have been enabled to show just as select a range as the exclusive city furrier. Furs, too, direct from the manufacturer. Telephone communication and express are used to greater advantage each succeeding season. The result is the closing of the sales of higher class garments than formerly.

Buyers in the fur departments would like to carry the better class furs in stock and do early in the season to the extent of a few novelties. The usual experience is, however, that the popular demand does not allow of anything but popular prices.

Many ladies, whose loyalty to the town in which they reside prompts them to allow the merchant to secure samples of these more or less exclusive furs for their selection, buy expensive novelties. Many garments and creations that the merchant would not be warranted in carrying, have been sold in this way.

This naturally has helped to increase the sales in the fur sections of many merchants. Business, too, has been reported good on fur and fur collar coats caracul and "silk seal" novelty coats, matched sets, stoles, muffs and novelties.

Sealskin, mink and Persian lamb coats in the different lengths, pony coats, especially black, muskrat coats and exclusive and novelty fur coats have been handled profitably.

Fur collar coats, in black, brown and navy, showing mink, Alaska sable, Columbia sable and rat collars, hamster-lined garments, have sold in the popular prices. Merchants, who featured a $50.00 coat, and it is getting harder each season to keep up the standard of this garment, reaped the benefits of their foresight. Semi-fitting models and fifty-inch lengths were the best sellers.

In the competition between fur-collar padded lined coats, and the caracul and silk seal coats, the popularity of the imitation fur garments has been established. Caracul and silk sealed garments at $25.00 and $35.00 having experienced an exceptional demand and consequent sale.

Matched sets of the different furs have been sold at from $5.00 to $250.00.

Mink stoles, throws and ties, mink muffs in barrel, rug and pillow shapes have been sellers in keeping with the vogue of this fur. It is noted that customers were willing to pay almost any price for the best grades and novelty sets of mink.

Sets in Hudson Bay fox, black and Isabella fox, black and blue wolf, Alaska and Isabella sable at from $25.00 to $100.00 a set have been the leaders.

Especially noted is the effect of the demand for black furs, the sales of ties and muffs in Persian lamb and the inquiries for long haired and animal effects in furs such as fox, wolf and sable being exceptionally increased. Quantities of matched pony sets and novelties in caracul, stoles, ties, throws and muffs sold well in keeping with this demand.

For elderly ladies and staple trade Alaska sable maintained its position, larger sales of the longer throws, round and pillow muffs being reported. Imported sets of Isabella and black Coney fitted well with this demand and sold well to customers requiring furs at from $5.00 to $15.00 set.

There seems to be no lessing of the popularity of minked marmot, collars, stoles, throws, ties and muffs in the different shapes having experienced a wonderful sale. Marmot has become an easy fur to sell and many people prefer to buy it on account of the style and serviceable qualities. Stoles selling at $5.00, $10.00 and up to $25 00, always take. One popular price muff, a pillow shape with heads and tails at $10.00, has repeated over and over, resulting in an increase of the price by the manufacturers.

Children's furs in foxaline, imitation ermine and Coney were striking enough in novelty to create a demand on the part of the little ones as well as their parents. $2.50, $3.50 and $5.00 a set were the popular selling prices.

Altogether merchants have every reason to be pleased with the season's results. Selling up to the New Year was brisk enough to warrant the merchant in taking advantage of the clearing prices of the manufacturer at the beginning of the year. Many lines were secured and sales made to those customers who buy cheaper after Christmas.

Stocks are fairly clean and merchants generally will not have to carry any quantities over into next winter. The feeling rather is that in some lines which will be carried the merchant shows his foresight, being influenced by the present market quotations and advices in regard to those particular lines, as quoted for next season's buying.

Retailers should, therefore, be in a particularly good position to consider the new lines which will be shown by manufacturers next month.

The Standard Textile Co., Montreal, has been incorporated with $1,000,000 capital to produce and handle flax, straw, china grass and other vegetable fibres, and to produce therefrom merchantable yarns, threads, twines and other textile fabrics. The incorporators are G. B. Fraser, Newton Smith, G. Sumner, J. Hyde and J. F. Stessor.

How May Merchant Avail Himself of Bank Accommodation?

Local Banks are Not Always Very Obliging to the Small Dry Goods Merchant or Milliner — His Book-keeping Sometimes Lacks System and Outstanding Accounts Neglected — When Reputation Good, Cash Balance Counts

IT is sometimes felt by small dry goods merchants or milliners, that the local bank is not very complaisant in its attitude towards them. In some cases, it is a fact that women complain of the difficulty in getting accommodation on the same terms as men when they are doing a similar business. This is not acknowledged to be true by some bankers, but others own up to it, more or less, but assign reasons which should make the woman milliner or dry goods merchant pause.

In the first place, small concerns are almost as often in the hands of women than of men.

Why Bank Manager is Reticent

It does not seem necessary for such a person to have an elaborate system of bookkeeping, hence this is neglected, and only perfunctory attempts are made to keep even such important items as invoices and assets and liabilities in correct shape. Now, no bank manager cares to loan money or accept the paper of any concern, large or small, which has not a reputation for strict business methods in regard to its books. It is a prime necessity, therefore, and a great source of safety from possible litigation, to have the books kept right up to date; no matter how small the business may be. For this purpose a certain bank manager of high business reputation advised the loose-leaf ledger.

The first thing the merchant is asked to do in negotiating to obtain a loan is to submit a statement, filled in on a blank used for the purpose, as to her assets and liabilities. The manager then must discover through his own sources of information what the standing of the merchant is, and whether the statement is correct. It is an offence, punishable by law, to make an incorrect statement, and as law is always more lenient to women on such points than to men, the manager must and does exercise care.

It is, of course, possible for one who has done business for years, whose methods and character are well known to fellow citizens, and who has had dealings on a large scale with the bank, to obtain money on her own note, but such cases are not many.

On the other hand, except when money is tight, money may be obtained by any merchant of respectable standing on a note endorsed by a person well known to the bank to be solvent. Even here, however, banks, having in view the interest of their own depositors, dislike very much to touch a note which may have been endorsed from personal friendship and not on business principles. In cases of doubt, the status of a person desiring credit is looked into by a special agency, at the bank's request.

While it will be seen by this that there are several ways of raising money, none may be called easy. Delays are to be expected in the case of a person presenting a statement of assets and liabilities, as this must be passed upon by central authorities. It may then be asked, What are the advantages of raising money, and how can the merchant make use of the bank?

The answer is, bank interest on money loaned is cheaper by a considerable sum than the expense entailed by failing to take advantage of trade discounts. These are sometimes as much per cent. for a month as interest on a note would be for a year. Obviously, the advantage and saving would lie with the borrower. The other answer is that the bank may well be used to tide the milliner over a crisis, such as a bad year, bad debts, etc.

Proceeding to Borrow

How, then, can the merchant place herself upon such footing as to be able to borrow if needful? It must be remembered that the whole affair is not profitable business from the bank's point of view. Take millinery: these concerns are mostly small and do not deposit a great deal of cash at the best of times. Again, the rate of interest considering the risk, is not an inducement. Again, a great company deposits notes and drafts for the bank to collect and discounts these, receiving cash to go ahead with. But the milliner has only her accounts not paid up to show as assets, and the bank dislikes the task of collecting these, even through a professional collector, as the process is complicated, and offense to persons of importance is incurred, falling both on the head of the milliner and on the bank, if its part in the transaction becomes known. Drafts, on the other hand, are payable at definite date, and no trouble ensues in their collection.

Supposing that the milliner is establishing herself on her new site, or commencing business in a town or city for the first time. If she has only sufficient cash with which to stock her rented shop, and no balance to speak of after running expenses are paid, her hope must be to save enough to make a respectable deposit before looking for help in any form from the bank, though if she had a good business reputation in her former location and found a very acceptable endorser, she might, in a pinch, raise money on a note. Later on, however, having prospered to a fair extent, she is able to keep three or four hundred dollars in the bank most of the time, drawing it to meet her bills, but depositing as she collects her accounts. Her status will now depend on several considerations, first, as above described, her books; second, the class of persons to whom she gives credit, and her known ability to collect her outstanding accounts; and last, but not least, the kind of stock she keeps, whether up-to-date or not. If all these are favorable she may occasionally get accommodation, though the bank does not especially encourage that sort of thing and would feel somewhat imposed upon if too often asked to lend. The uncomfortable fact is that the milliner is between the two fires of the wholesaler offering large discounts for cash, the bank also urging her to do a cash business, and her own customers asking time.

It comes as a tremendous surprise to business men to learn that many of the best customers, the surest pay, and the freest buyers, pay once in six months, perhaps, some even by the year, while those who are supposed to pay monthly are always behind. A business man will say, "Do a cash trade even if in lower class goods." This is his great mistake, just as want of method is the woman's. High-class trade, kept up, means the final establishment of a famous house, which should be the dream of every milliner with ambition.

Should consult the Bank Manager

A banker of liberal turn of mind advised that a milliner should consult carefully with some bank manager in starting up in a town. She would then have explained to her the various methods of the bank, and know what to expect from it. She should have no fear whatever, in taking the manager into her confidence as to her business, as such secrets are religiously kept by the bank. Many

an "assignment," technically but not actually such, is never heard of by the public.

Of course, a milliner who customarily had a balance of a thousand dollars in the bank would be in fine position, provided her business methods bore her out. Similarly, though a bank cannot accept property as collateral, it she owned her site and was known to have no incumberances, she might well raise a considerable sum to expend in business or for other reasons. Stocks and bonds are the collateral best-liked by the bank, but few milliners possess these, not do the best business people dabble outside their own trade.

Finally, the length of time in which the milliner has been doing business in the place will be a great consideration.

In view of these facts, and of the immense desirability of being able to use the bank in case of emergency, small merchants, milliners or women in business will see that it pays to do several things; first to keep books and keep them correctly; second, to be smart in attending to accounts outstanding, as reputation for collecting debts matters greatly; third, to try to keep a good cash balance, and to aim at having a reputation for thoroughness with one's fellow-citizens. The cash idea has often been expounded before, many merchants wisely preferring to show only such quantity as they must, rather than run short of money when it may be most needed.

The Aviation Cap.

It is said that of an average throng of women in New York to-day at least seventy-five per cent. of all ages, features and complexion, appear to be wearing the new knitted or crocheted aviation caps. While this style will scarcely last long enough to create a serious setback, it is feared in some quarters that regular lines of millinery will be affected.

The aviation cap is a handsome novelty of heavy wool or chenille, or of the two mixed. It's chief charm is the way in which it fits the head, neatly and snugly, while leaving ample room for the full coiffure without crushing. These caps retail up to $2, and many leading retailers are now rushing out supplies of the wool and chenille as well as the ready-made caps. The caps can be crocheted by an expert in a couple of hours.

Many dainty color combinations are seen, white being a favorite ground with pale blue trimmings in the band which turns back from the face. Ribbons of contrasting shade are frequently run in the turn-back portion.

Petticoats Made of Soft-finished Fabrics.

While narrow effects are desired, the very extreme styles have been almost practically discarded. The new models produced for Spring show more fullness at the skirt edge, but the ruffles when used are very scanty, and the pleatings so much favored are pressed as flat as possible. The very softest and lightest weight materials are selected for petticoats, high priced garments being made of chiffon, crepe de chine, and messaline. Pilkoline is used for the cheaper skirts as a substitute for chiffon cloth. Skirts of this fabric are often developed in bordered goods, the body of the skirt being of the plain, and pleatings, pressed perfectly flat, of the border. Persian-printed borders are freely used. Plain messaline tops also show pleated flounces of Persian-printed silk. Groups of ruffles so scant as to be almost plain, and each ruffle edged with a narrow band of bright color, forms a new trimming idea that is most effective when used for trimming black or dark colors.

What Lesson Will You Learn From Your Stock Sheets?

Will your stock-taking show you a lot of your hard-earned money tied up in dead stock or slow-selling merchandise?

YOU SIMPLY CANNOT AFFORD TO CARRY OVER ANY WINTER GOODS

In this age of keen competition it is suicidal. Every dollar you own must be working all the time.

TURN YOUR SLOW STOCK INTO REAL HARD MONEY

Then take your money and make more money out of it.

WE CAN SELL OUT YOUR OLD STOCK AT A PROFIT

CLEAN OUT YOUR WINTER GOODS AND MAKE MONEY FOR YOU.

Write or wire right away, and find out about our

NINE-DAY SUCCESSFUL SALES THEY MEAN MONEY FOR YOU.

The INTERNATIONAL BROKERAGE CO.

Head Office in Canada

DOMINION BANK CHAMBERS

LONDON, ONTARIO

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

REPRESENT HEWSON WOOLEN MILLS.

Messrs. Sparks Bros., Ottawa, have been appointed selling agents for Hewson Woolen Mills, Ltd., of Amherst, N.S., for Ontario and Quebec, and are now covering this extensive territory with samples of the Fall range. Associated with Sparks Bros., are W. J. Harrison and E. N. Hennessey, the former having previously represented the Hewson firm in Eastern Ontario and a portion of Quebec, and the latter in Western Ontario. In addition Messrs. R. R. Sparks, E. J. Knight and J. A. Carruthers will be on the road with the Hewson goods as well as those manufactured by Sparks Bros.

SEND FOR THIS CATALOGUE.

Delfosse & Co., 7 Hermine street, Montreal, have recently issued an interesting and instructive catalogue dealing with their very complete range of store display fixtures, bust forms, wax figures, show cases, etc. Every merchant who is interested in improving his store appearance and in the more effective display of goods should write for copy of this catalogue which will gladly be sent on request. Delfosse & Co. make a specialty of French wax heads which are very artistic and life-like. They are also manufacturers of the Twentieth Century Clothing Cabinet, which has demonstrated its usefulness in a great many of the most up-to-date clothing stores in Canada.

LISSUE HANDKERCHIEFS.

One of the season's novelties in dress accessories which has "taken" remarkably well with the trade and with the public, is the new "Lissue" handkerchief, manufactured by an English firm, introduced early last summer, and first imported to Canada in September, 1910, since which date about eight thousand dozen have been sold.

These handkerchiefs are made of mercerised linen thread, in a semi-transparent texture, at once fine and dainty, with a silky sheen secured by a special chemical process in the weaving, and which it is claimed lasts until the handkerchief is worn out. They come in all white, or in registered indelible colors; and in two sizes, ordinary ladies' size and glove sizes, which sell for twenty and fifteen cents each. There are both plain and cross bar weaves, with variously designed checks and overchecks. The white have a narrow hemstitched edge and border of self colored threads. Others are daintily edged with hems and narrow stripes of color, such as pale ochre, sunset grey, old pink, old grey and mauve. Fashion has decreed that handkerchiefs, when not in all white, shall harmonize with, if not match the gown, and these so far have proved very popular.

THEY CALL FOR THE BARTELL POCKET.

That the Bartell patent pocket has at once proved its merit in the opinion of manufacturers and wearers of men's clothing, is reflected in the fact that the Bartell Patent Pocket Co., New York, have received renewed contracts from all of the most important Canadian manufacturers to make and use the Bartell patent pockets in their garments the coming year.

The Bartell pocket has attracted widespread attention wherever it has been introduced. The reason for the steadily increasing popularity of the pocket is that it gives a coat a better and finer appearance. The corners of the pocket do not rip or tear, no matter how long the coat is worn, nor does it sag or pull the front of coat out of shape. It remains continually in the same neat and dressy condition as when the coat is first purchased.

Careful, discriminating purchasers of clothing are demanding the Bartell pocket in all of their clothing.

INSPECTION OF SAMPLES.

On January 7th, John Bing, 381 Fourth Ave., New York, sole representative in America for Messrs. Bing Bros. A.G., Nuremberg: Louis Lindner & Sons; Sonneberg: United Toy Factories; Waltershausen: Koehler & Ehman, Laufamholz: Wilh. Rudi, Urach; and R. V. Hunersdorff, Nachf., Stuttgart, gave a private inspection of his samples to representatives of a number of the leading trade papers in the United States and Canada. The extensive assortment of toys and household goods comprising samples of the goods manufactured by the firms represented by Mr Bing, occupies a space of 13,500 square feet, this space being divided into about 20 rooms, every one of which is filled with samples from this range. It would be impossible to enumerate the many mechanical toys and other articles comprising this splendid range. When it is said that in the toy department there are 30,000 articles alone, some idea of the extent of the assortment can be gained. It will be a revelation to any buyer to spend a day going over these samples and an invitation is extended to buyers of toys and household goods to make an appointment with Mr. Bing to be shown his range. Following the inspection all the representatives of the publications referred to were entertained by Mr. Bing at Prince George Hotel.

AUTO CARS FOR DELIVERY.

From the old method of parcel delivery by messenger boys on foot or by bicycle to the modern system of auto delivery is a far cry. It represents, however, the rapid development taking place in every branch of the dry goods business. Already the progressive firms in the big cities are using commercial auto cars for delivery and are finding that the service given is not only much superior to waggon delivery, but that the cost is actually less.

The first company to make cars for this purpose in Canada is the Canadian Commercial Motor Car Co., Ltd., of Windsor, Ont. This company make cars for commercial purposes only, and one designed specially for use in the dry goods trade will be on exhibition at the coming automobile show to be held at Toronto February 25 to March 4. This car is not only designed for the use of dry goods merchants, but wholesale houses and manufacturers as well. They would find that its use would not only facilitate the delivery of goods, but would be more economical than the present methods employed.

McKay Bros. Ltd., manufacturers of the Form Fitted and Kaybo petticoats are putting on the market a line of silk tailored waists. The making of fancy waists is not contemplated, the line being strictly confined to tailored models, which are shown in a wide range of shades, in both plain and changable taffetas

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PREMIER English Millinery Manufacturer, specialising in untrimmed straws, desires first class representation in Canada. Gentlemen with connection amongst first-class retail stores will find this a valuable line. Commission only. Box 48, DRY GOODS REVIEW, 88, Fleet Street, London, England. (1)

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and allory goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14 18 Queen Victoria Street, London, E.C., England.

ADVERTISING CUTS.

LIVEN UP YOUR CHRISTMAS ADVERTISING by using our holiday cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40 000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St., Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (sch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

LACES, NETS, ETC.

LACES—Bob Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the pot. Sample parcels. 2, 3 and 5 dollars against Money Order. Enquiries solicited ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SITUATIONS VACANT.

A GOOD OPENING for dressmaker in Hanley, Sask. Rooms in connection with millinery store available. If good dressmaker willing to go West will write to MRS. M. GRINDHEIM, Hanley, she will learn of a good proposition. (1)

WANTED, January 1st.—Two representatives, one for Winnipeg and vicinity and one for Vancouver, for Jewellery, Notions and Smallwares, to sell to the wholesale and large departmental store trade only on commission. Applicants must give first-class references. Address first to NOTIONS, c/o DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

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ADVERTISING INDEX

A

Anderson, Wm. & Co 6
Arlington, Co., The 137
Australian Draper 60

B

Baker, Richard L. & Co 62
Ballantyne, R.M., Ltd... ....75—85
Bartell Patent Pocket Co 125
Barry, W.H. & Co... 16
Baumann & Co., L. 101
Berlin Suspender Co... 136
Bing Bros... 9
Bollert, E. R... 101
Botanical Decorating Co... 101
Bradford Dyers Association 11
Bradstreets 97
Brittania Underwear 74
British America Assurance Co ... 60
British Textile Syndicate ... ...
Inside front cover
British American Dyeing Co... ... 109
Brock & Patterson 101
Brock, W. R. & Co., Ltd., Montreal
16
Burnley, Thos. & Sons, Ltd 82
Burt, F. N. & Co., Ltd 101
Burritt A. & Co... 70
Brinton Carpet Co... 104
Butterick Pub. Co. 19
Brown, Graham & Co... 24

C

Caldwell, Boyd & Co... 107
Canadian Converters Co.
"Success Overall" 1
"Success Collars" 5
Chipman Holton Knitting Co..... 33
Commercial Register Co... 101
Corticelli Silk Co... 8
"Craftana"..... 85
Cravenette Co... 137
Clatworthy & Son 60
Colonial Weaving Co... 96
Code, E. H.... 30
Canadian Underwear Co... 134

D

Debenhams (Canada) Ltd... 3
Dearden & Co., Jonathan... 108
Dominion Textile Co... 98
Deacon Shirt Co... 128
Delfosse & Co ... ... 52—138
Diamond Whitewear Co... 92
Dominion Suspender Co... 126

E

Eagle Knitting Co. 67
Eclipse Whitewear Co 89
Ernest Ekstein 38
Ellis Underwear Co... 71
Earl, W.D. & Co... ... . 102—103
Flett, Lowndes & Co., Ltd,..... 39
Fairbairn, R. D. & Co... 40
Fraser, A. C... 109

G

Galt Art Metal Co. 101
Galt Knitting Co 74
Gardiner, Foley & Co. 90
Garland, John, M. Son & Co ... 12
Gault Bros. & Co., Ltd. 7
Goderich Knitting Co... 66
Gipe Carrier Co... 60
Grimshaw, Thos. H. & Sons, Ltd. 69
Gordon, John & Sons... ....
Inside back cover

H

Hall, Borchet Co... 52
Hanson, G. F. 101
Henderson, Robt... 85
Hermsdorf, Louis 64
Hewson Woolen Mills 65
Home & Watts 94
Horrockses, Crewsdon & Co... ... 22
Hymans, Jas... 130
Halls, Ltd... 139

I

International Brokerage Co. 113
Irving Umbrella Co... 38

J

Jackson Mfg. Co... 128
Jaeger, Dr... 83
"Jay Finish" Underwear 82
Jason Hosiery Co... 83
Jones Bros... 132

K

King, John & Son... 97
Kirk, Sam 124
Kleinert Rubber Co. 123
Koester School, The 60

L

Ladies' Wear Ltd... 36
Law, Russel & Co... 10
Livingston & Scott 88
Liddells' Linens 30
Linder & Son 13
Lambert, P. W. & Co... 31
Leonard, S. & Sons 62

M

McCall, D., & Co... 15
McElroy & Co... 91
Macdonald, John & Co., Ltd.....
Outside back cover
Metallic Roofing Co., Ltd... 101
Matthews, Towers & Co... 118
Monarch Knitting Co., Ltd ... ...
53—54—55—56
Morall, Abel & Co., Ltd... 13

N

National Rubber Co... 95
Novel-Ti, Ltd. 120

O

"Old Bleach" Linens 24
Oxford Knitting Co. 76
Oxford Novelty Co... 138
Ontario Cloak Co..... 86

P

Parker, R. & Co...Inside front cover
Parsons & Parsons, Canadian Co 122
Perrin Freres... 45
Penmans, Ltd... 78
Priestleys 2
Parisian Corset Co... 97
Palmenberg's, J. R. Sons 52

R

Rochester Button Co... 136
Rosenwald Bros..... 46
Ryan, Robt., & Co... 48
Reid, A. T., Ltd... 43

S

Schloss, Louis... 31
Scott & West 110
Schofield Woolen Co... 79
Spitzer Bros., & Co... 31
Sword Neckwear Co... 140
Syndicate Cut Co... 101
Stauntons Ltd... 106
Sterling Lace & Novelty Co 28
Singer, A. T. & Co... 69

T

Technical Books 96
Toronto Brass Mfg. Co... 52
Tranter, The G. A. Co... 101
Turnbull, C. Co., of Galt 66

V

Veit, Otto, T. E... 101
Veit, Ernest 101

W

Weber, Fred, W. & Co... 101
Western Assurance Co... 97
Weyerstall, A. & Co... 101
Wilkins, Robt. Co...Inside front cover
Wreyford & Co... 134
Watson Mfg. Co... 57
Wrinch, McLaren & Co... 28
Williams, Greene & Rome 47
Waterhouse, Thos... 70

Z

Zimmerman Mfg. Co. 72

TABLE OF CONTENTS

Art of Display 51
Buyers' Guide 101
Dress Accessories 37
Dress Goods 99
Editorial 17
Furs 111
Fancy Goods 29
Housefurnishings 105
Knit Goods 63
Millinery 35
Mainly About Ourselves 14
Men's Furnishings 117
Paris Letter 93
Ready-to-wear Garments 81
Special Articles—
Fabric Salesman Must Know..... 94
How Many Times Should Capital Turn Over 133
Mail Order Dividend 27
Keep the Public Informed 135
Merchant and Bank Accommodation 112
Newspapers Should Help 138
Snappy Spring Advertising 20
Show Cards 121
Where Merchants Stumble 129

Special Section Devoted to Men's Clothing and Furnishings

MEN'S CLOTHING AND FURNISHINGS

FEBRUARY 1, 1911

Style indications for Fall in Men's Clothing.

Novelties for Spring in Men's Neckwear, Shirts, Collars and Hats.

The new Men's Woolens.

Show Card Writing.

How often should a merchant Turn his stock.

When Merchants Stumble.

Suggestions for Valentine Window.

We Don't Take Anything For Granted

If you want a line that will "make good" with your trade—that will hold all your old customers and bring in new ones—and at the same time allow you a correct profit—you must have our

MEN'S FURNISHINGS

SUMMER
Shirts
Half-Hose
Underwear
Vests
Belts
Soft Collars
Bathing Suits



SEE OUR SAMPLES

MATTHEWS, TOWERS & CO.
MONTREAL, CANADA

Latest News of Men's Wear

PUBLISHED IN CONNECTION WITH THE DRY GOODS REVIEW

Forecast of Fall Styles

Modified English Styles Will be Featured —Tweeds in Prominent Position— The Spring Prospect

FOR next Fall, the regular street or adopted business suit, will be worn, the coat shorter in length, the lines tending to the so-called narrow effects, closer cut all round, mostly three-button sacks. Lapels will not show the long rolls, but tend to shorter and clearer cut lines. The usual number of pockets generally showing flaps will be included

Vests will be shorter as a natural sequence.

The trousers show smaller and straighter lines, similar to the "peg top" trousers, the stove-pipe trouser being superseded by this straighter style and cut.

Frocks show the usual lines with regard to drapery and fullness, cheviots and Llamas being firmly placed in the public mind and conforming with the required dressy appearance.

Overcoats will be fuller, more boxy and easier fitting garments throughout, 42—45 inch lengths, similar to last season. Ulsters will vary according to the personal choice and at the discretion of the tailor or buyer in regard to height, build and general form or deportment of the purchaser. The convertible, turnover or military collars will be featured.

For the exclusive trade and dressy wear, overcoats will show lapels medium, and self collars. Better class cheviots and Llama cloths will show velvet collars. Silk facing will be used on the lapels of the lighter weight Fall overcoats.

Vents will not be changed, centre vents being neater and taken in consideration of the length of the Fall garments, as being more practical.

In the foregoing summary is given the effect of the English styles on the Fall season garments for men's wear, this being a modified version and following virtually the style trends of London, as adapted to Canadian or American trade

Retail merchants do not show the new Spring overcoats, suits, two-piece or Summer suits until 15th February or later. There is a general tendency on the part of all that it is not advisable to show too early and a disposition on the part of some to hold their displays March 1st, or even later. This, however, is a matter of discretion and is better defined according to weather prospects, early or late Easter, and the more forcible provocation of stock not being sufficiently reduced.

True, there are some early lines which can better be featured as soon in the year as possible. Still the confirming styles are possibly held till later and later each year.

In the new Spring ready-to-wear showings the latest overcoats are given much prominence at this season. Tailoring is given greater attention and every facility possible taken advantage of in improving the standards of the "ready-to-wear" garments for men.

The new Spring overcoats are 42-45 inch lengths in combination tweeds, matte, diamond and diagonal weaves, fancy stripes, etc., in the new greys, tan and brown mixtures and black and white mixtures. High-class linings matching throughout are maintained. Self-collars are featured and an absence of fancy cuffs is noted.

For elderly gentlemen, black and white worsteds, hair line stripes, lined with silk body and sleeves, are brought forward for present sale. Overcoats for business men are also being given the first showing in the windows. These include herringbone effects in six different shades of grey, and have elicited a fair amount of enquiry and consequent sale.

Some of the manufacturers are displaying the newest Spring suits and giving prominence to character-cut garments. The Newport cut in men's business suits feature a higher cut sack, the coat not being as full, but a closer fitting garment, 3-button length and short lapels. This is a distinctly smart business or personality cut garment for early Spring wear, and combining throughout a typical business man's suit. Cloths come in new greys, black and white and tan and white mixtures, mostly all garments being in tweed effects for the Spring trade.

Summer two-piece suits include Norfolks with yoke effect some with box pleats over the shoulders. Trousers are hip-fitting. Cloths are for the most part tweeds in Bannockburn and Scotch effects. For the holiday or outing trade, neat browns and greys in the higher weights will gain in popularity. Flannels in black and white, and navy and white pencil stripes, cream serges in stripe or plain effects are always in demand, more it seems each season. Black and white and blue and white are favored for the high dresser.

Woolen Market is Firm

Advices from Bradford in regard to woolens are to hand. Generally speaking, the market is firmer than it was a week ago. The concessions at the present wool sales were not anything near as large as anticipated and the result is a firmer market than before the wool sales. These sales give a fair estimate to the conservative buyer for present purposes and an insight as to future market conditions.

Import overcoatings, worsteds, tweeds and trouserings have been placed by the wholesalers and manufacturers but so far no deliveries have been received from the mills.

In overcoatings the fancies seem to be slated for a large demand. Herringbone and tweed effects in greys. Bannockburn and Scotch tweeds, different diagonals, fancy stripe and diamond effects, all soft finished cloths featuring warmth without weight, honeycomb browns, combinations of black, brown, greys and colors in matte weaves. meltons and beavers in staple shades are placed as well as friezes to fill the demand of the tailoring and manufacturing trade.

You Buy Neckties For Profit Don't You?

"N.T. VELVO" Is a Profit Maker!

There is **More Money Made** by selling **One** of them than by selling **Three** of the kind that cost $4.50 and you retail at fifty cents.

One dollar scarfs sell as easily as the half dollar kind **if they are "N.T. VELVO."**

THERE'S A REASON!

Let us show you one of the threads which "N.T. VELVO" is made of. STRONG? It certainly **is!** Compare it with a **silk** thread taken from **any other tie silk.** There is a difference! and **that** was only **one** thread, while there are **88** of them in every square inch, woven together with **198** warp threads—**every thread pure silk** of the **best quality.**

It is these threads that give "N.T. VELVO" **3 or 4 times** the wearing qualities of other tie silks—and it is because of these wearing qualities that **your customer prefers the dollar scarf**—it not **only wears longer** but it **always looks well.**

AND REMEMBER

That it **does not bind** with the fold collar; it is **very slow to cut** and it is **pin-proof.**

A NOVEL EFFECT
IN 18 NEW PARISIAN SOLID COLORS.

Price $6.50 Per Dozen, Less 10%,
And Retails for ONE DOLLAR.

Your Stock Is Not Complete

without "N.T. VELVO"---therefore if you have not already ordered, write to-day for a sample shipment of ¼ dozen scarfs of each shade---4½ dozen in all.

NOVEL-TI, LIMITED
PETERBOROUGH, CAN.

Suitings are on the same lines as regard shades Browns and greys in worsteds and tweeds for the early Fall trade are always staple and with fancies leading. For the exclusive trade, Scotch tweeds, which were so popular some years ago are being ordered out in small quantities and promise to have an unprecedented run. Blacks and navys in the new London-finish cheviot or soft effects are taken in the popular and better qualities.

One of the novelties shown is "Coronation" tweed or worsted. This cloth features honeycomb browns (a check and diagonal combination for patterns similar to honeycomb), greys in the various shades with a small matte underweave throughout showing the "royal blood" or purple, and combines stripes in black, navy and greys in line effect. This suiting is now shown for the first time. For Fall it will be taken for every day business and street wear.

Trouserings show the usual black and grey combination stripes in the regular staple cloths, some with silk effects.

⊙

Double Cuff and Soft Collar

In shirts the soft-fronted style with cuff attached will be very good, also the pleated front style with cuff attached. For out-of-door and negligee wear, shirts with the French double cuff and soft collar to match will be very popular, and deservedly so, as they are both comfortable and serviceable.

In designs the neat patterns will lead, and altogether in stripes, even the whites being designed in all sort of fancy cords, or laid in different sized pleats. The present estimate is that about ninety-nine per cent. of all the shirts sold this Summer will be in striped goods or pleats. As to shades, the white ground with black, blue and helio stripes will be the best.

One manufacturer, interviewed on the shirt and collar situation, had this to say: "Spring and midsummer will bring into vogue soft French cuff and soft lounge collar; the latter in plain shades or to match the shirt. Exclusive men's furnishers will look for plain shades and dyed cloths, such as mercerised and silk pongees, plain material with mercerised figures, made with French cuff and laundered absolutely soft except neck band. This will tend towards showing a better and a higher-priced line as materials of this nature in a made-up shirt run from fifteen to twenty-four dollars per dozen.

"In the ordinary shirt, ranging from nine to twelve dollars, stripes will again predominate with a few designs showing figures on or between stripes. Black and whites will be as strong as usual. At present there does not seem to be any shade that will receive any particular favor.

"We are not in a position to make any forecasts for Fall as New York has been late in getting out their Fall designs."

All forecasts for Spring give emphasis to the importance of the negligee or lounge collar. These undoubtedly will be very strongly featured.

⊙

Good Belt Season.

The coming season promises to be a very good one in belts, another effect of the soft front shirt and two-piece suit. The newest are in tubular effect in leather, sewed up on the inner side, and shown in blacks, greys, tans and chocolate. They are made in the narrow widths and with the ordinary fastenings.

How to Work up Ideas for Attractive Show Cards

Clever Adaptations From the Magazines, not Necessarily Original, but so Far as the Public is Concerned They Always Command Attention — Illustrations Which Show Designs and the Hints That Inspired Them

(By J. C Edwards, with A. W. Cressman, Peterboro)

"VERY clever," you will hear some one say on the street, when looking at an exceptionally fine show card. Perhaps they are right, but they often give the card-writer credit for some clever idea borrowed from one of the monthly magazines and used as a decoration for the card.

Now, the card writer who depends entirely upon his own originality for designs and ideas is a freak, and his cards give him away every time. Of course, originality is the keynote to success in card-writing, but the originality lies largely in rehashing other ideas and improving them where it is possible, or at least disguising them so that they appear entirely different.



Designs in these cards were adopted from ad.' pages' in magazines or newspapers.

One often gathers ideas from the simplest things in everyday life. The artist sees pictures in the muddy crossing, the dilapidated old milk cart, the rickety tumble-down shack. He paints them and is a success, a marvel.

The card writer gets ideas where others see nothing but the commonest everyday things. The magazine illustration is one of the most likely of them all. The variety is so large that one needs hardly to look through more than half a dozen before he runs against just what he wants.

Persistently Watch for Ideas.

The ever watchful eye will detect a new idea anywhere, which will suggest others and smack of the extraordinary, and may be called original by those who do not know.

In thinking over a subject for this article the magazine comes to the rescue. A search began which covered only about six magazines and weekly papers and dozens of ideas presented themselves.

There you have it. Keep the eye open for new ideas and a pen-knife ready to do the clipping, and your cards will always be, when necessary, out of the ordinary and attractive.

Not only do you glean ideas for designs of decorative value, but the designs will very often suggest a suitable



Show card designs, for which suggestions were secured from ad. pages of magazines or newspapers.

phrase which, when twisted this way or that, will fit the place you wish it for.

For instance, take card number 2; the idea was born from the magazine illustration No. 2, and the phrase "Put Your Best Foot Forward," was an enlargement from it. Take also card No. 4 and clipping No. 4. This is certainly not an ordinary card decoration; it is simply sketched on the card, with a crayon, from the clipping, and the phrase was suggested by the ship and water.

One may be walking along the street and pick up a simple little wild flower, which others would trample underfoot, and get an idea for a floral design which would be quite decorative.

You will sell more

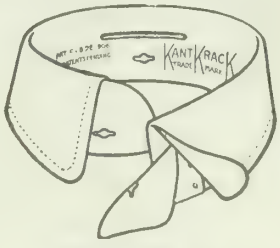
Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

Suggested Cards.

The card No. 1 was decorated from the suggestion taken from a calendar, a corner of which is here reproduced.

No. 3 design was gathered from the No. 3 clipping and though greatly simplified and only sketched roughly, it makes a rather different decoration for a show card. A person can often enlarge on ideas where it is practical or can simplify them according to his inclination or time.

It's not necessary to see how perfect the reproduction can be made. The effect is all one needs to strive for, and it is much better. In the accompanying show cards, the absence of all form of decoration on or about the inscriptions themselves, will be noticed. This is done for the purpose of showing that it is not necessary, and, in fact, useless to decorate the card and inscription too. A very fancy bordered card should, in my opinion, be lettered plain. A card that is plain can stand to have the lettering shaded or otherwise illuminated. The rest of the cards, it will be noticed, are decorated from ideas gathered from clippings of magazine advertisements, etc., and the inscriptions suggested by the decorations in nearly all cases.

Place of the Fancy Card.

We do not approve of over-fancy show cards for ordinary windows and for ordinary announcements, but often it is not only permissible, but necessary to use a little extra touch to attract attention. A fancy card will be used to advantage where the goods themselves are unattractive, except from the standpoint of value; or where goods are rather of a sombre color, the card, which is a decided contrast both in design and color, will add weight to a window and attract the passer-by, and perhaps interest him or her in the goods displayed, either by drawing attention to the style, or value.

Considerable judgment has to be exerted in the making of cards which will be appropriate.

Best Inks to Use.

We have, through former articles, received requests from young card-writers all over the Dominion asking advice upon various subjects, the most prominent being the kind of inks to use. In answer to this, we recommend the letterine in black, which can be purchased in pint bottles from any wholesale stationer or from art stores, even from some retail stationers. The white paint we mix ourselves from pure oxide of zinc, pure gum arabic and water. We find this whitest and best. Other white paints have been tried, but without much success. Colors can be mixed in the same way by buying the dry colors and blending and reducing them to suit the work.

Hosiery Will be Plain.

It is going to be a plain season in the hoisery market, and all sorts of shades will be worn. Grey and greens will be especially good. There is a very popular spun silk line in semi-transparent effect which is being sold in all shades. Self-toned effects are being shown in embroidered hose in black, blues and greys. Cashmere goods are also shown in hand-embroidered in vertical effects, and in self colors. Plain blacks will be just as good as ever.

C. B. Robinson, Montreal, on his retirement from the employ of D. Morrice & Co., wholesale dry goods, was presented with a cabinet of silver from his fellow employes. Mr. Robinson goes to Paris, Ont., to become treasurer of Penman's, Limited.



Will you accept a pair of "Canada" Shur-On Garters for your personal use free of charge?

WE want to send to every merchant who reads this a pair of these garters. We know if you wear them yourself you will become an enthusiastic salesman for them, and will strongly recommend them to your customers.

If we had not this confidence in the merits of the Shur-On Garter we would not offer you a pair free.

HERE ARE SOME OF THEIR GOOD POINTS:

They have no metal parts to irritate or injure the skin.

They can be worn at any season of the year.

They are made of best quality elastic webbing and we guarantee the wear.

Send in the coupon at the bottom of this page to-day, and we will send you a pair of these superior garters free. There is no string attached to this offer. We are prepared to take our chances on the order later on.

Mail the coupon to-day.

I. B. Kleinert Rubber Co.

84 Wellington Street West
TORONTO

I. B. KLEINERT RUBBER CO.
84 Wellington St. W. TORONTO

Please send, without cost to me, and without placing me under any obligation to buy, a pair of "Canada" Shur On Garters, as per your offer in Dry Goods Review

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. . . . . .

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GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street BRADFORD

(Copyright)

Novelties in Men's Neckwear

Soft Collar a Feature of Summer Lines — Bias Ties for Easter — Collar and Tie Sets are Being Introduced

There is little new in shape in the new collars for the coming season. They are very similar to those which have been worn during the past two seasons. The collar which fits closely around the throat will likely prove a strong seller, and those which have an open space in front between the turn down portions will be largely favored owing to the favor accorded the larger tie. These will likely be more strongly featured for next Fall.

During the Summer the soft collar will be largely worn, and with the tie to match.

For Easter wear the bias tie will be the leader and manufacturers are rushing out large orders of these for the early trade. For later Spring there will be the one-and-a-half inch and one-and-three-quarter inch straight derby. The leading shades in the silk ties will be all the browns, leather and tan tones, and also the new pennant blue, a blue which comes in several tones, from bright royal to marine. The leading Summer or wash ties will be in the tubular cottons, which are proving very strong on the later market orders.

These collar and tie sets are shown in white goods, in fancy stripes, and also in neat colored patterns, in black, blue, helio and tan stripes, as leaders. The collar and tie, to be absolutely correct, must have the stripe to match in front, and to run to the centre in both collar and tie. The collars are made with buttonholes in top, instead of eyelets as heretofore, and are worn with a link instead of a safety pin. It is not necessary that the collar and tie should match the shirt, so long as the colors blend. Many are purposely worn in a different material, for the sake of contrast.

Short Paragraphs for the Ad. Man

Underwear light and elastic, yet very warm and comfortable.

The final word in underwear manufacture. Light and elastic.

You can't fix a price on the comfort of mind and body these splendid clothes give you. Yet their price is as low as good clothes can be sold for.

In our line of clothing you get fit and workmanship that are pre-eminently the finest—style that is the most authoritative—satisfaction such as clothes rarely give.

New and exclusive shapes and shades in these hats —becoming, refined lines—absolutely correct style—the finest fur felt.

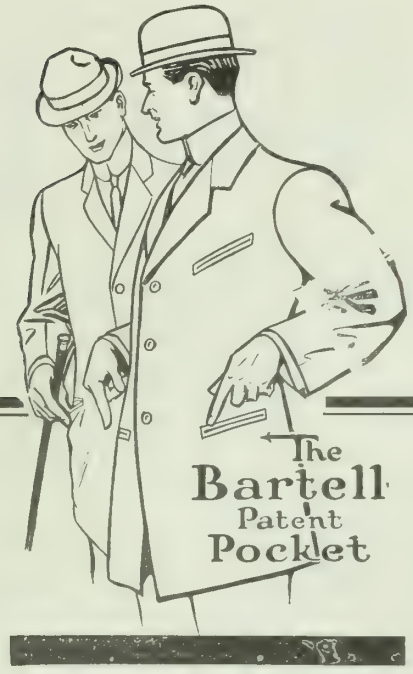
Men who are particular about underwear buy this line the minute they see and feel them.

If style, appearance, fit, workmanship and finish count with you—then you will select your new hat here.

Your chief concern with winter underwear is comfort, warmth, durability. These are essentials of the satisfactory underwear.

The look and feel of a shirt depend more on the maker than the fabric. Two shirts may be of the same material and in the same style—but one will have a look of distinction and a feel of comfort that the other lacks. We have lines which look and feel just right.

In olden days only the aristocrat was well dressed. To-day it is possible for every man to be an aristocrat—if he will. Our clothing is modeled and tailored not only to fit "the man without," but to proclaim the personality of "the man within."



It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray and Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
M. Greenblatt & Co.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Ltd.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Imperial Mfg. Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Spring

If your Spring order did not specify **Bartell Patent Pockets**, and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

Push these Lines

It will Pay You

Trade D Mark

Suspenders

Easily the best suspenders in the world. They are well-made in every particular, attractively finished, and have been extensively advertised for many years throughout Canada.

They always give the wearer satisfaction.

"PLEXO" Suspenders

Your customers have no opportunity to forget the distinctive merits of "Plexo" Suspenders or the fact that they are on sale at all dry goods stores. Our advertising is widespread and attractive and helps to bring business to your store

"NIAGARA" SHIRTS

We manufacture a big range of Niagara and Club Shirts—a range that embraces all the latest and most popular ideas in style, fabric and pattern. Every Niagara and Club shirt is well made and neatly finished in every detail.

MITCHELL Slide-Easy Neckwear

This is about the only line of neckwear produced in recent years combining an improvement in convenience with faultlessness of style. Its enormous success with discerning men buyers of neckwear is proof that it fills a distinct demand.

"PRESIDENT" Suspenders

Unquestionably the most popular line of suspenders on the market. All over Canada and the United States particular men are unwavering in their preference for President Suspenders. The personal recommendations of thousands of men, coupled with our extensive and persistent advertising makes a line that no dealer can afford to neglect.

Dominion Suspender Co. Niagara Neckwear Co., Ltd.
Niagara Shirt Co., Ltd.

Three Large Factories at Niagara Falls, Ontario

Where Merchants Sometimes Stumble in Everyday Affairs

Neglect Important Details --- Don't Exercise Caution in Giving Credits --- Selling Goods Which, It is Known, May Not Satisfy the Customer --- The Wrong Location.

INTIMATE with the many weaknessess which frequently mark mercantile effort, Harlow N. Higginbotham, of The Marshall Field Co., in an interesting article in System, tells where business men sometimes stumble. Each point is emphasized by the narration of an actual experience. The tendency to put off tomorrow what should be done to-day, the giving of credits, the selling of goods to customers who will not benefit by the purchase, the danger of wrong location—these are some of the subjects in discussing which Mr. Higginbotham holds up the warning finger in the following article:—

Neglecting Important Duties.

Smith was a responsible merchant in a Lake Superior town, and had been doing business with us for several years. One spring he made unusually heavy purchases of us. Business had been prosperous, the outlook was good. Before he left for home, I askeh him how much insurance he carried.

"I carry three thousand dollars on my goods," he replied.

"That does not nearly cover your reduced stock as it now inventories," I warned him, "and you should at once take out enough new insurance to protect the stock you have just purchased."

This he promised to do, immediately he got home, but he failed to do it, through neglect and rush of work. The new goods arrived and were put on the shelves, and every day Smith promised himself that he would attend to the insurance matter on the morrow. But he waited just a day too long; for one night the store caught fire, and in the morning Smith found himself a ruined man.

He got his three thousand dollars of insurance money promptly; but our bill exceeded that amount, and if he paid us he would be without capital with which to begin business over again. He didn't "squeal." He did what any honest man would have done—sent the money straight to us. There was no tear-shedding; just a manly straight-forward statement from him.

"It was altogether my fault," he wrote, "that the stock was not fully protected as it should have been. This insurance money is all I have, but it rightly belongs to you, and will almost cover your bills."

There was no hesitation in my reply. I returned the the draft to him and wrote: "Take this money and put it in your bank. Get right to work and buy a new stock. I will pass your orders and will accept your notes in settlement of the entire account, arranging for payment on such time as will enable you to meet your obligations. Rent a new store, and see how quick you can open up for business."

I sized Smith up right. He not only paid us in full, but became one of our very best customers. To-day he is the most prosperous merchant in his territory.

You might call that wilful neglect. But the best of business men stumble; however, the wise learn from these trying experiences, and they don't stumble the next time—at least, not for the same reason. But they all trip, some time or other, and, if you knew the secret history of a business, you would find, in almost every case, that financial ruin sometime stared the man in the face, at least once.

Then the very important matter of credits. Too much credit customers is another danger point—one which many men do not see until it is too late. Over-accommodating buyers has the same untoward result as growing too fast and over-buying. In this anxiety for greater profits merchants often forget that a sale might better be lost than risk the chance of losing the entire value of the goods.

One merchant of my knowledge was in the habit of figuring how to collect from customers after he had sold them.

Once credit is given, care must be taken in the matter of collections. There is often a time to collect, and the wise merchant is he who knows when to press for the amount of his bill. I always tried to see this psychological moment in advance of my competitors. To this end I kept myself thoroughly posted regarding local conditions in the territory in which we did business. There was hardly a town in our zone of activity of which I did not know the population, the various classes of people, together with their wants, the industrial and agricultural conditions thereabouts—in fact everything which had any bearing on the financial status of the community, collectively and individually.

I was brought up on a farm. Then, I worked in my father's mill; then I became a country banker in my native town, Joliet; and then, had a banking experience in the lumber and mining country of Wisconsin. This training enabled me to understand and interpret the information which I received from crop reports, from bankers and lawyers in every community and from our customers themselves.

When a customer came to me, I would ask hir about his town: if there was a public square; where the post office was located. And I would draw a map as he told me these things. I would locate the man's store, and would learn what route the farmers took in driving into town, hitching their horses, and going to the post office. Whether this beaten course of travel took people past or near the customer's store, would enable me to form a judgment as to the sort of location he had.

Without appearing curious, I would ask the customer about his family, and sometimes what church he attended. The latter inquiry was to help me in forming an opinion, primarily, about his habits; the former that I might learn something about the extent of his household expenses. But I did this, also, to put myself on a friendly basis with the customer. I sincerely desired most of the men with whom I had business relations to regard me as their friend, as well as their counselor.

There is no reason why the principles and ideas which I have laid down could not be applied, with some variation, by a retailer in extending credit to his customers. For a man right on the job the task would be far, far easier than for a credit man in a city some distance away.

Selling Unsatisfactory Goods.

One danger-point in particular I would emphasize. It gets down to the very core of business principles. I refer to the attempt, too often made and frequently consummated, to sell goods to customers who will not benefit theough the purchase.

"Caveat emptor"—let the buyer beware—is not the part of wise merchandising. Yet I have known a great number of business men whose chief idea was to sell, and if the purchaser did not get what was best for him, why

For withstanding the hardest wear there is no shirt made the equal of the

DEACON OUTING AND WORKING SHIRT

For Men and Boys

Only the very strongest and toughest materials are used, and the "Deacon" Shirt is cut roomy for comfort.

Buttons are well sewn on, and seams are double-stitched.

There's pleasure and profit in handling the "Deacon" Shirt.

See our new range before ordering.

The Deacon Shirt Co.
BELLEVILLE :: ONTARIO



Boys

who are wearing the College Suit, LION BRAND make, are properly dressed. We make this popular and correct suit from

$2.95 to $10.00

It is worth your while to write us for a few Suits, in this style, from our new Spring pattern.

The Jackson Mfg. Co., Clinton
with Factories at
Clinton, Goderich, Exeter

that was his lookout. Traveling salesmen commonly fall into this great error but the house itself should guard against it in every way, and train their salesmen to study the wants and needs of customers. To overload a customer, or to sell him the wrong goods, is unpardonable, and will surely bring a disastrous reaction. It is a serious, very serious, danger-point when a house reaches the time when the mere making of the sale supplants the principle of actual service. No matter how valuable the goods may be of themselves, the transaction can only injure the seller if the commodity is unsuited to the needs of the customer.

I know of a recent case where a husband bought his wife a coat, paying one of the large department stores of Chicago three hundred dollars for the garment. It was a beautiful coat, well worth the money, but when the lady received it she was greatly dissatisfied. It was not what she herself would have selected, and she attempted to return it, and exchange the garment.

But the store had been specially anxious to dispose of this particular coat; for it was not an article readily sold. Then, too, the season was well advanced—it was after the holidays—and the coat was a fur garment. To carry it over meant, probably, to lose it. So the lady was informed that her husband's unfortunate purchase could not be exchanged or returned.

During the succeeding days this dissatisfied customer told her story to her many friends, every one of whom sympathized with her and was made unhappy by her experience. She did not want that coat, she insisted; it was entirely unsuited to her taste and ideas. Everywhere she went she talked about the garment, and a shadow was cast upon the house which had sold it to her husband. The matter came to my attention, and although I had no interest, save a friendly one, in the circumstance, my training and experience rebelled against such a short-sighted policy as the store had shown. And I sat down and wrote to the house, in part, as follows:

"You might better take the coat and burn it, rather than force it on a customer whom it will not benefit." My suggestion prevailed, and the coat was taken back.

This principle holds true throughout all merchandising.

The Wrong Location.

I recall one instance where a merchant selected the wrong location—a very common mistake, yet one of the easiest to see in advance. If a credit man could see the error of judgment, why not the merchant? This is almost the first danger that confronts a man starting in business, and he faces it afterward, whenever he seeks a new location. Because men do not analyze the proposition, they blunder.

In selecting a site or a town, the first consideration is markets. Some men do not weigh even this factor properly. Others take the market element into account, but go no further. For this reason they become misfits.

A man establishes himself amongst a race antagonistic to his own. He fails because he is a misfit.

Another man fails because he attempts to do business with a people whose religion differs radically from his own—a misfit.

A merchant, brought up in a certain environment, moves to a town where market requirements are decidedly different. It is almost a foregone conclusion that this misfit will not succeed. To him the reasons for his failure may appear trivial indeed—temperamental reasons, merely—but the attitude of the buying public is affected by subtle considerations.

Speaking generally, a merchant should follow certainties, as nearly as may be. The men who succeed are the

men who know from experience. There is always the temptation to diverge from the safe course, in the hope of greater profits; but if there is nothing more definite than hope, there is surely danger. Men are lured to ruin by scattering their energies and dissipating their capital. I consider anything dangerous that tends to impair capital or divert attention from the work in hand.

⊙

Flattery in the Right Place.

"A little flattery in the right place does a heap of good when it comes to selling men's clothing," said the head of a men's wear store. "Last January, for example, a man and his wife entered, whom we all knew to be the most inevterate 'lookers round' that ever came to town on a Saturday. Wealthy people, but they never seemed to get over the feeling that somebody was trying to sell them a gold brick, or an article on which there would be any margin of profit. Well, when I saw them an inspiration struck me. That man had just been elected Reeve of one of the townships, and after learning that he wanted to buy an overcoat, I picked out an excellent value and tried it on him. Two, three overcoats, ditto. Then I congratulated him on his election. He liked it. I told him that his township would appreciate his services and that we all expected to see him in the warden's chair some day. That pleased both him and his wife. He felt grateful, and he began to praise the coats.

"'Yes,' said I, 'you can't do better in this town. They are the best we have at twenty-five dollars.' I noticed that he gasped and I immediately said somewhat indifferently, 'you had a fine majority, too, didn't you? Shows that the people picked a man to fit the place and I want to tell you Mr. Smith this is the coat to fit the man.' It was a double barreled shot, and it took hold. Inside of five minutes I had the man's twenty-five dollars and was showing his wife some clothing for their little boy. I am going to see to it that my salesman knows who's who in the elections in this county this year. Properly handed, the information is useful.

⊙

The Courteous Welcome.

The welcome that a man receives on entering a men's wear store often makes or mars a sale. When it is at all possible, the head of the store should be on hand with a handshake or some form of pleased recognition.

In a large and very well conducted store recently an incident occurred which demonstrated the importance of a courteous reception. It was noon hour, and the proprietor had gone to lunch. Enter a man who to all appearances had come from the agricultural district. None of the staff in sight.

"Well, sir, what can I do for you?" One half of a young man's face showed above a showcase on the left. He was sitting behind the counter, and the arrival had evidently disturbed him.

The customer looked up at the ceiling, glanced behind a table piled up with clothing, fumbled in his pockets, and looked downright uneasy until he caught a glimpse of the half-revealed physiog grinning at him from the corner.

"Show me some shirts," said he, scraping his foot, and steering for the counter somewhat impatiently.

"Here, Jack," said the salesman without rising, and addressing a boy who was also in hiding, "show this man some shirts."

None too well pleased the boy conducted the man to the rear of the store and began showing him the shirts he wanted.

Now the buying would have been pretty well taken out of that customer, and although he only bought a cheap shirt, it is safe to say that if he ever returned it was with reluctance.

It always pays to make a customer feel at home.

Prolong the Hat Season

Merchants See the Wisdom of Keeping Back Straws Until Time is Ripe—Some Novelties for Early Spring Selling

For Spring, merchants bring forward the new novelties in hats about March 1st or 15th. Business foresight is also noted in the fact that most merchants are devoting the space, the time between and the selling force to other lines, holding back the straws, panamas, etc., until 24th May. Easter being early, this year it would perhaps be as well to show a few novelties.

It is predicted that merchants can expect a clear six weeks' slow business. This has been found in past seasons as well and in other departments. Easter coming early does not allow of sufficient time to merchandise the new lines. Naturally, as men will not buy new goods until they absolutely need them and not until then, and in the event of the usual March and April weather, it is expected that complaints will be forthcoming when merchants compare results with the Easter results of former years.

Panama hats have assumed a popular price and are now within reach of the ordinary individual. It is, therefore, to be expected that an enormous sale will be forthcoming in these medium-priced lines, say, $5 or $6 each.

Styles do not show many differences. Assortments include the telescope crowns and allow of sufficient novelty and excuse for introduction on the part of the salesman.

In regulation straw hats, the changes noted are not particularly novel or striking—if anything, a little lower crown and wider brim. On the part of some people these straws appeal on account of their dressiness. Novelty or individuality is introduced in the ribbon bands, stripes in navy or checks and stripes in black and white or navy and white, being featured in the more exclusive departments.

Caps will have a great sale. The demand will be for tweeds, check, black and white, browns, greys and motor effects. Fancy patterns, too, show the usual demand.

For Fall, stiff hats are lower in the crown and wider in the brim. The tendency in soft hats for Fall is for Alpine or telescope or any easy shape in mixtures rough, coarse or heavier finish, or scratch-up effects.

Colors predominating are greys, light or dark, browns showing a little more demand than has been for years past, owing to the brown mixtures and novelty brown clothing in vogue for Fall.

The soft Alpine and telescope shapes will show self-colored points although a number will be shown with contrasting bindings, bands, etc.

The John Forsyth Co., Limited, Berlin, manufacturers of shirts, collars, cuffs, and men's furnishings, have been incorporated with $40,000 capital. Incorporators are: W. E. Shantz, J. D. Forsyth, A. B. Shantz, J. M. Walker and J. H. Chambers.

HymoS

¶ Hymos makes its debut to the tailoring world.

¶ It is a newcomer, but will shortly be familiar as a household word. This new invention is a veritable inspiration. To use a conventional phrase—it is wonderful.

¶ Specially suitable for men's suitings for tropical countries, for women's costumes, light raincoats, gabardines, etc. It will not break or crease, and garments made up with this speciality are feather-weight, they do not require any lining.

¶ Hymos cloths are yarn dyed, thoroughly London shrunk. and the colours are absolutely fast.

¶ Hymos cloths are stocked in 54 in. and 56 in. widths, but others can be made to suit clients' requirements.

¶ It is significant that although we have only just put this cloth on the market we have already secured sample orders from every quarter of the Globe.

Obtainable from all High Class Wholesale Houses.

SOLE MANUFACTURER

JAMES HYMANS,

(Wholesale Only)

8 and 10 Crescent, Minories, LONDON, England

Telephone—13373 Central Telegrams—"Savageite, London."

SAMPLES ON REQUEST.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar—With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

STOP!



The Abuse of Merchandise

The Waste of Floor Space

The Dissipation of Selling Force

The Misapplication of Energy

Many leading merchants in both the United States and Canada have learned that it pays to conserve floor space and selling space.

May we show you, Mr. Merchant, how the

"New Way" Crystal Wardrobe

by decreasing your selling expenses will increase your profit?

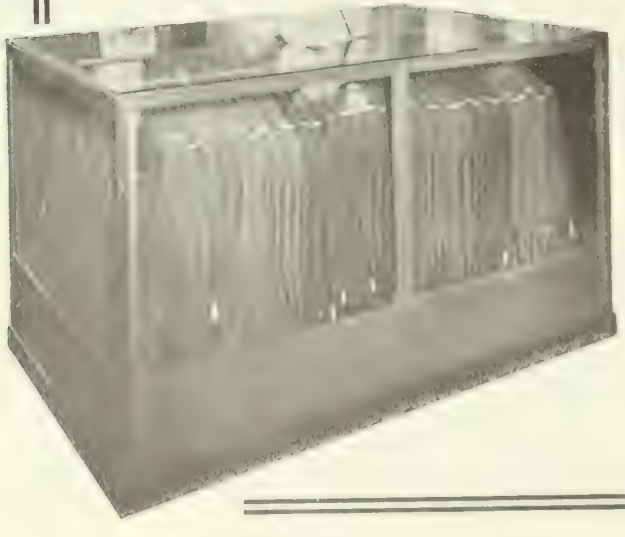
By installing "New Way" Wardrobes, you can increase the variety of the stock you are handling to a very large extent, and you can display it better, keep it unsoiled and uncreased, and always easy of access. Cuts show the "New Way" open and closed. Note that when the "New Way" is open the garments don't block selling space.

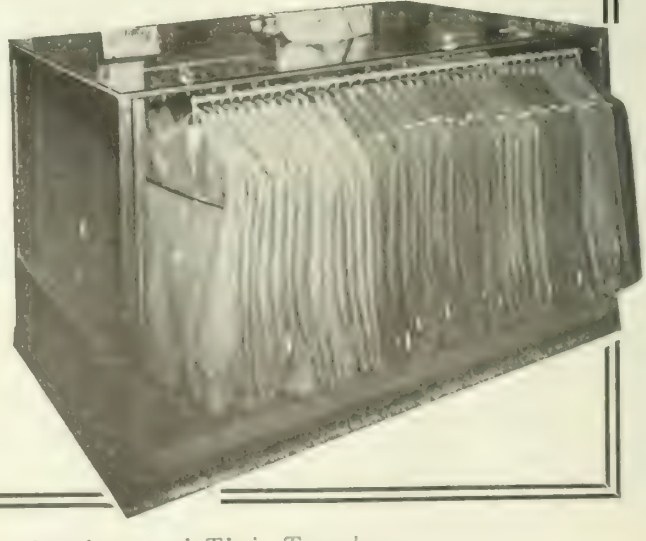
Get full details on this proposition. Catalogue "D" gives particulars. Send for a copy TO-DAY.

Jones Bros. & Co., Limited

WARDROBE MAKERS

29-31 Adelaide Street West, ... Toronto, Ont.





How Many Times Should Capital Turn Over for Good Profit

The Employment of Capital Invested in a Business — What Capital is Necessary to Run a Business — Sales Should be Three Times the Net Surplus Carried in the Business — When There is Too Much Money

(By Howard R. Wellington)

HOW much capital is necessary to operate a business successfully? A difficult question to answer generally, as it depends largely on the nature of the business, the stock necessary to carry, the amount of credit extended to customers and the margin of profit available to operate the business or pay its current expenses.

In the formation of a joint stock company where a large credit business is anticipated, it is advisable to have a nominal capital considerably larger than the necessities of the business require—that is in unpaid stock, which would be good security for either outside creditors or bank.

Turning Over Stock.

Generally speaking we believe a stock should be turned over three times a year, or, to put it another way, the sales should be three times the net surplus carried in the business.

Two Extreme Cases.

A business with a surplus of $15,000 can have an annual turnover of $60,000 to $75,000 and manage to finance the thing through. But, you say, how can this be done when I have a business of $25,000 to $30,000 per annum and it takes a surplus of nearly the same amount? It simply means that the other fellow is not making any money, and you are or should be making a good percentage. You are still unconvinced and insist that the first merchant must be making money as he has such a large turnover for such a small amount invested.

The Reason for Not Making Money.

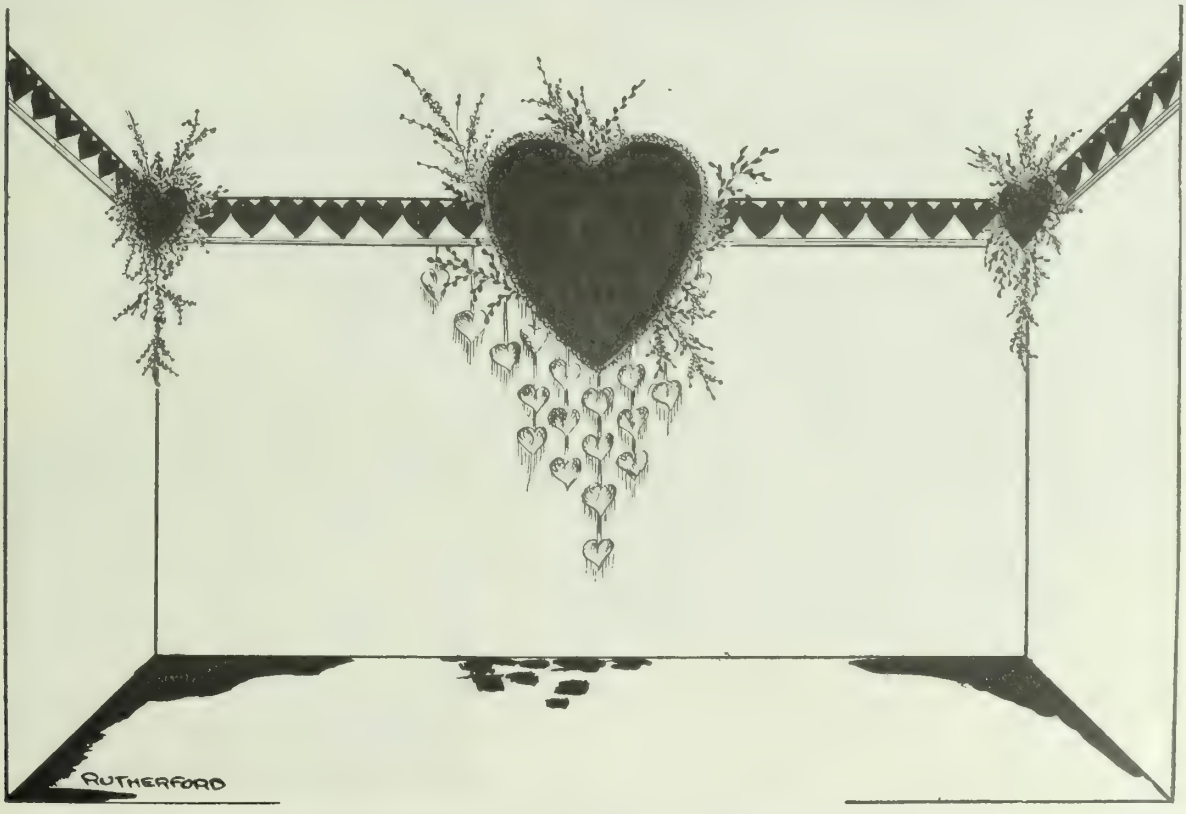
Upon looking into the matter carefully you will find the trouble. This merchant, in view of his small capital is unable to take advantage, in any case, of his cash discounts which in this particular instance might run as high as $2,500.00. Another point is that he is never in a position to pay a draft in full but for the same reason given before, he is obliged to renew a good portion of every bill, and on this renewal he is paying bank interest and exchange. Besides this he is carrying a large stock, probably $35,000 or $40,000 on which he is virtually paying an advance of from 5 per cent. to 7 per cent. to his wholesaler to carry his account and renew paper from time to time.

Then, again, a merchant with a limited capital like this is unable to take advantage, in buying goods, of numerous snaps which are offered from time to time and on which he can make a good profit.

Very frequently, in order to make some payment on his paper, it is necessary to sacrifice on certain lines, even though they are good general sellers.

A Large Turnover.

Coming back to the question as to how much capital should be necessary to swing a business, this paper was recently asked the question by a correspondent—How much capital should be necessary to swing successfully a yearly turnover of $500,000? and there are several ways of answering such a question.



Background design for valentine window. Central heart is three feet across, of papier mache or cardboard, backed with wood frame, finish with shirring of gold tinsel. Small golden hearts are attached to strands of ribbon. At sides and top are sprays of almond blossoms, pink flowers and dark green foliage. Top border of 12-in. red hearts. Floor red, green, or anything to match.

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Agents for following manufacturers :

Young & Rochester, London, Eng.

SHIRTS, COLLARS, NECKWEAR,
FINE FLANNEL PYJAMAS,
DRESSING GOWNS and HOUSE COATS

Tress & Co., London, Eng.

HIGH-CLASS HATS—SILKS, FELTS, STRAWS.
The "Tress" Cap is in a class by itself.

T. H. Downing & Co., Leicester

'ALPHA" UNSHRINKABLE UNDERWEAR,
"SUPERBA," "PES DUPLEX," ETC., HOSIERY

Cellular Clothing Co.

"AERTEX" and COTELLA UNDERWEAR, ETC.

We stock in Toronto—Dressing Gowns and Jackets, imported Sweater Coats, London and New York Neckwear, English Caps.

Our selected boxes of Half-Hose, Tie and Handkerchief to match . . . . . $12.00 Doz
Ditto, without Handkerchief . . . 9.00 "

Send for Sample Dozens.

Notice to the Trade

Owing to numerous complaints during the last year that our Austrian Indestructible Quality Collars, Cuffs and Shirts shrunk when washed in Canada, we have, after thorough investigation, changed the manufacture of them.

In future the goods will be even better made than in the past and in addition all double-band collars will be four-ply throughout. The single-band collars will also be changed to five-ply, and by the addition of a secret treatment to the interlining we are enabled to thoroughly guarantee them unshrinkable and of the same wearing qualities as in the past.

We have now more favorable arrangements with the factory in Austria and can guarantee prompt deliveries.

Thanking you for the past favours,

We are,

Faithfully,

THE ORIGINAL AUSTRIAN COLLARS

HAVE THIS TRADE MARK

THE CANADIAN UNDERWEAR COMPANY

MONTREAL

If the concern is doing a jobbing business, carrying a heavy stock and extending a large line of credit, a capital of $250,000 at least would be necessary.

If the concern is doing a manufacturing business, has a good plant and equipment, carries a fairly heavy stock, but sells largely on short dates, a capital of only $125,000 to $150,000 would be necessary to swing the same business successfully, as good accommodation could be secured at the bank at such periods as money was specially needed.

Interest on Capital Invested.

If a merchant charges his business or each department of his business, with interest on the capital invested, and also for his own salary as manager or whatever office he holds, he will arrive at his actual net profits more accurately than the manner most merchants adopt. Why should your business not pay interest on the money you have loaned or invested, and also pay for your services?

Too Much Capital.

Few concerns are bothered with too much, but where there is an oversupply of money, there is also a tendency to purchase heavily and to branch out extensively without giving the serious thought which would otherwise have been given.

It should be continual effort to finance a business in order to make a success of that business. What we mean is this—if the financial end runs too smoothly, requires no special thought or foresight, ample funds always available, there is a tendency to give this side of the business no thought when new enterprises are brought up, and extensions are made or plans adopted, the expenses of which the business would really not warrant.

Buying and Capital.

There is no doubt that these two, buying and capital are so closely related that the buyer should know the capital of the concern he is buying for and keep it constantly in mind when ordering goods.

Stocks, especially in some lines which are not very staple should not be carried over. The old time-worn saying fits in here, viz., "The first loss is the best loss." Some goods may be carried over and sold to advantage next season but other lines depreciate to such an extent as to be worth no more than fifty per cent. of cost if carried over until the next season. The merchant should study these lines carefully, as capital may be locked up unconsciously from season to season, and the merchant gradually becomes hard-up. Would it not be better to clear out these lines each season, even at a slight loss?



The "Batwing" Collar — Shown by Tooke Bros., Limited, Montreal.

MEN & METHODS

Keep the Public Informed

W. R. Patterson, Collingwood, Declares This to be the Important Factor in Meeting Mail Order Competition.

COLLINGWOOD has an Advancement Association which has, for one of its objects, the development of local loyalty. Recently several papers bearing on this subject were submitted to the Association by men interested in the growth of the town. One of these papers was by W. R. Patterson, men's furnisher, who, in discussing plans to overcome mail order trade gave the people something to think about.

"Undoubtedly the merchants in the smaller towns all over Canada," writes Mr. Patterson, "feel the effects of the mail order business done by large departmental houses, who make a specialty of this kind of trade, and not only do the merchants suffer, but the town as a whole must feel the effects of so much money being sent away instead of being spent at home.

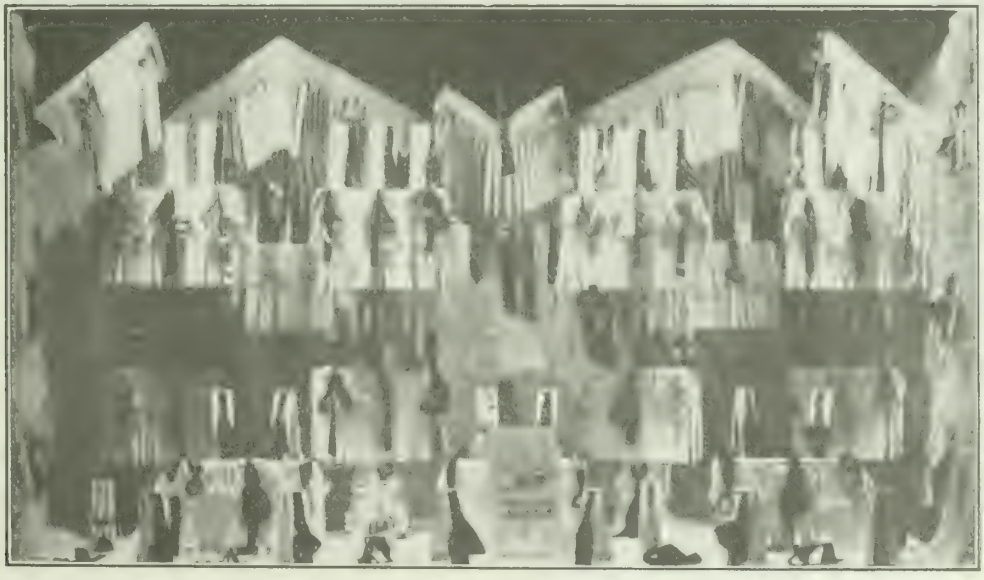
"The subject has been discussed from every point of view, but discussion alone has little effect in keeping trade at home. Very few merchants seem to have made any definite efforts to accomplish this, and to stem the outward flowing tide of orders to mail order houses. Much of the discussion has been after the style of the small merchant running a "behind the times" general store, who said in commenting upon the situation, 'It simply must be stopped.' When asked how this was to be done, he could offer no suggestion.

Face the Matter Fairly.

"It requires action on the part of merchants, to keep the mail order trade from invading a town, and carrying away cash that should go into the cash register of the home stores. Looking at it from the buyer's standpoint may help the merchant to see wherein lies the attraction, and, as a result, what obstacle they have to contend with.

"In the first place, there is no law which compels the person living in a small town to spend his or her money there if it seems advisable to send it to Toronto, Montreal or any other place. One of the most important steps to be taken is that of letting the public know what he can do for them.

"In many of the stores the arrangement of stock is such that the customer would have no idea that certain goods were kept in stock, did he or she not ask for them particularly. To educate the public as to the ability of the stores to serve them, it is necessary to advertise as extensively as possible. Tell what lines are carried and at what prices the goods are sold. Do not be afraid to tell the public exactly what you have on your shelves, but do not overlook the fact that honesty is the best policy in advertising, even if it does not seem to be the case in some lines of business. Honesty in your advertising will create confidence in your store, and you will get the repu-



Unique Neckwear Window, by Warren Andrews, Anderson Co., St. Thomas.

The background of the neckwear window shown here is of white tissue paper slashed, as seen on shelves and stands, and then crimped by folding each strip in the centre and running over a knitting needle or hatpin. A piece of 9-4 sheeting was first tacked to back of window, also side and pillars, and the tissue paper pinned to it, starting at bottom and letting each sheet hide the preceding one just enough to hide the sheeting. Common rolling boards were used to make shelves. The tissue paper was pasted on these boards, Straight pieces first and crimped ones over them. Shelves were suspended from top by gilded chain and supported by pedestals on floor of window. Floor covered with white flannelette. This window sold the goods.

ROCHESTER BUTTON COMPANY

Ivory Buttons

For Men's Garments
and for
Women's Suits and Coats

Discriminating buyers say that we make

THE BEST DESIGNS, THE FINEST FINISH and THE WIDEST RANGE OF CORRECT COLORS.

Our buttons are out of the ordinary. They will SATISFY you because they are RIGHT.

Write us for Samples

Rochester Button Co.

ROCHESTER, N.Y.

Toronto Representative:
FRANK GOUDY
64 Wellington Street West

Montreal Representative:
G. W. LAWSON
210 St. James Street

"KING EDWARD" SUSPENDERS

Retail 50c Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

tation for giving full values. Everyone has heard of some store where prices seem high, but where it is generally conceded, it paid to shop.

Get the Public's Attention.

"Use the newspapers, fight the mail order house with its weapons by constantly bringing your store and goods to the attention of the public.

"The retail business is not done to-day even as it was a year ago, let alone twenty years ago. Many and many a retail merchant who fifteen, twenty or twenty-five years ago, found it comparatively easy to make a little money, to-day has discovered that it is almost impossible for him to make a respectable living and interest on the money invested. Such men to-day will say to you, that some way or other, things have changed. They tell you that years ago they were making a little money, but to-day it is hard for them to do so. The trouble with such men is that conditions have changed, and they have not. They fail to understand that to-day, as never before, it is not only one's neighbor who is his competitor, but it is every other man on the face of the earth.

"Our fast railroad trains, our electric lines, our telephones, telegraph systems, wireless telegraphy and rural mail delivery have made of us one family. To-day the retail merchant must compete with every other retail merchant in the civilized world. No longer is trade in local boundaries bound to him. It goes where it pleases, it goes to the men who to-day know how to appeal to it and reach it scientifically.

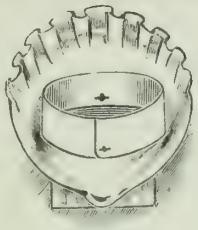
A Frank Statement.

"Speaking for myself, I wish to inform the farmer's wife, the merchant's wife, the banker's wife, or the mechanic's wife, that I will never be the one to spurn her cash (for I need the money) and I will tell her frankly to trade where she can get the biggest value for her dollar, whether it is in Toronto, Montreal or any other city; but if prices will range equally the same between the mail order house and the local merchant, I think all fair-minded people will agree with me when I say I think she should favor the latter, for the reason that every dollar spent at home helps to enhance the value of her property as well as mine. It is practically useless to talk of loyalty to the home town. To the customer it is individual with individual, and not a case of loyalty. Therefore it narrows down to a question of supplying the right goods at the right price.

"There is no reason why the mail order trade in a town may not be reduced to a minimum, if a real effort is made, but it cannot be done if merchants fold their arms and grumble at the mail order houses and at the people who buy from them. It is the merchant who must take the first step and give the people the opportunity to get the goods they want at home. It is hustling and enterprise that has built up the mail order concerns and it will require hustle and enterprise on the part of the merchant to bring the outgoing trade to their own stores.

Use Mail Order House Methods.

"To sum up, my last word in this: in grappling with the mail order problem, adopt as much of the system of the mail order house as possible, investigate their methods, prove to your people that you can make shopping at home as bright and attractive and fascinating as it can possibly be by mail, do everything to inspire your people's confidence and make good use of printers' ink.



AURORA

"Challenge" Brand Waterproof Cuffs and Collars



AMERICA

THE ONLY WATERPROOF COLLAR WITHOUT OBJECTIONS

The great charm about the "Challenge" Waterproof Collar is that your particular customer cannot distinguish it from the high-grade linen collar he has always been used to! "Challenge" Collars save laundry expense—they are instantly cleaned by rubbing with a damp cloth---and, unlike the average rubber collar, they will not wilt, crack or turn colour, never smell unpleasantly, and are just as comfortable to wear as the best linen collar.

Here's a line for profit no drygoodsman should overlook, better send along that order TO-DAY.



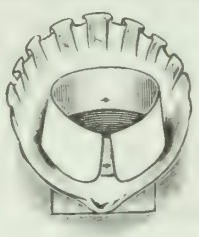
VIGILANT

The Arlington Company of Canada, Limited

Fraser Avenue, Toronto

REPRESENTATIVES—

ONTARIO, J. Chantler & Co., Toronto; EASTERN, Duncan Bell, Montreal; WESTERN, R. J. QUIGLEY, 8-10 Wellington Street East, Toronto (temporarily) Headquarters, Winnipeg near future.



PURITAN

"THERE'S NOTHING BETTER THAN Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.



WET or FINE RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

Reg. Trade Mark "Cravenette" PROOFED BY The Cravenette Co. Ltd.

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

(Proofers to the Trade.)

Rules of Etiquette.

The following rules of etiquette printed on a neat card were recently distributed by a merchant among the members of his staff:—

Do not chew gum before a customer. It looks bad.

Use the telephone at your place of employment for business only.

Be well dressed and groomed.

Make a good first impression on the customer.

Show what a customer calls for, and then, if advisable, substitute.

Sell a substitute when you do not have what a customer wants.

Look pleasant even if it hurts.

There is a way of refusing a request which makes a friend, and of granting a request which makes an enemy. Remember this.

Liven up your Haberdashery Department with this new

"OXFORD" Necktie Holder

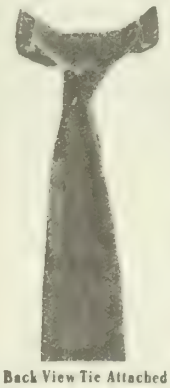
A demonstration of it will help every sale you make.

It eliminates all collar and tie difficulties.





The Holder



Back View Tie Attached

Every man who wants ties or collars is a possible customer for the "Oxford" if you have one to show him.

Its construction and operation are so simple that it appeals to him instantly.

The wearer ties his scarf upon the Holder to suit his own taste. It is then always neat and natty, and is put on and taken off without the necesssity of tieing and untieing the scarf. Simply attach the Holder to the collar button and the trick is done. It is the only method of making a quick and perfect adjustment of the scarf with the fold collar.

The "Oxford" is finished in gold plate and put up in a neat display box. It retails for 25c. Try it in your store. Sample 3 dozen box forwarded to responsible dealers.

Order now. Price, $1.75 per doz

The Oxford Novelty Mfg. Co.,

145-147 Mulberry St., New York. OWEN SOUND, Ont.



105—Suit Stands of all descriptions

Mr. Merchant

You want to make a change for the Spring.

You need some new Fixtures.

Write us to-day for our large catalogue.

DELFOSSE & CO.

Established in 1900

Manufacturers of Metal Store Fixtures of all descriptions.

7 Hermine Street, MONTREAL

The Newspapers Should Help.

In theory advertising should be enormously resultful, asserts H. Gordon Selfridge, who on opening a large store in London caused somewhat of a revolution in advertising.

For example, he states, one may advertise an article of general desirability at a price much under its recognized value. The announcement may be placed conspicuously in several papers whose net circulation is, say, one or two or three million copies and whose probable readers are perhaps twice that number. Theoretically, from those several million readers there should be an early response which would crowd the shopping centre and one's premises with clamorous buyers; while, to any practical merchant, a response for this advertised item of one-thousandth of this number will be, as things are, entirely satisfactory. Why should the actual differ from the theoretical ?

Perhaps too many advertisements which lacked honesty have appeared ; perhaps gross exaggeration has made the public indifferent to claims made, to advantages offered. Perhaps the public has not generally learned to read advertisements. Perhaps the merchants are all to blame But I believe at least a part of the trouble lies in the fact that the press as a whole have not emphasized to their readers the value of their advertising columns as worthy of daily attention.

The papers, in my judgment, owe it to their clients to help, and help in many ways, the advertiser in making his advertisements read.

We all know that the chief source of income of nearly every daily paper is its advertisements. From these it makes its profit, and I feel that it fairly owes to the honest, straightforward advertiser at least its moral—more than its moral support, its earnest, co-operative support. A paper can, without in the slightest disturbing its prestige as an interpreter or a maker of public opinion, acquire for itself recognition as a great advertising medium.

The proprietor of one of the most conspicuously successful newspapers in America said to me two years ago that fully one-third of his enormous circulation was distributed to the feminine portion of the community, who, investigation had shown him, bought his paper because it contained the department store advertisements, and this journal, which has year after year increased its prestige as a great newspaper, and at the same time its net profit, never loses an opportunity to help its advertisers in getting their matter read. It advertises its advertising. It never gives puffs—so often palpably silly stuff. It never sells its news columns. It never sacrifices for money its dignity as a great journal, but it continually in a frank, businesslike way advertises its advertising, not in its own columns only, but in many other ways. And, gentlemen, I feel that we all as advertisers are fairly entitled to such assistance from the great papers of London.

When in an American city a few months ago, I was chatting with the editor-in-chief of one of its greatest newspapers. We were speaking of some startling piece of news just received. I suggested that it would increase the day's circulation. "Yes," he replied ; "but to hold steady readers I would give more for a page of Marshall Field & Co.'s advertising."

I venture to claim that I am half a journalist myself, having known so intimately many of the owners of the newspapers of America, and having become familiar with the details of their business. If I owned a paper I would never permit my advertising patrons to dictate in any way, but I certainly do feel that co-operation with advertisers and all possible aid to them in making their announcements in my advertising columns read would prove most advantageous to my paper financially and in other ways perhaps even more important

$4.25 A Dozen

For "CHESTER" Semi-elastic Suspenders—$4.50 a dozen for the all-elastic model. At these prices "CHESTER" Suspenders are as good a money-maker as a men's furnishing store can have. They are big sellers, and steady all-the-year-round sellers because

CHESTER SUSPENDERS

have good stuff in them and give the wear. Made practically wear proof by **patented fabric ends—chemically toughened Wear Points** and **solid woven inserted back button-holes.** You can sell "CHESTER" Suspenders. We help you, too, by advertising them.

Send for a sample dozen—$4.25 for the semi-elastic model—$4.50 for the all-elastic. Order from our factory at Brockville or from the Winnipeg Warehouse.



HALLS, LIMITED

Manufacturers

BROCKVILLE, ONT.

FULL STOCK CARRIED AT OUR WINNIPEG WAREHOUSE, 293 MARKET ST.

STEPPING ASIDE

from our regular method of advertising at this season of the year, we are offering for the benefit of our many customers the following

SPECIAL PRICES

for the next thirty days on clearing lines of

High Grade Men's Neckwear

These goods are made from short lengths of our Fall and Xmas Tie Silks. They are made in the latest styles and every pattern is new.

500 dozen closed or open end derbies. Our regular $4.50 lines, in 10-dozen lots only—

$3.25 per dozen NET

500 dozen of our regular $2.25 lines in derbies, tecks and bows, at

$1.75 NET

Regular $4.25 lines at $3.00 per doz. Net

THIS IS AN OPPORTUNITY

NOTE. To save time, if you have never done business with us before, kindly give references.

TERMS. Net cash, 10 days, April 1st. Your mail orders will receive our immediate attention.

The Sword Neckwear Company

TORONTO

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued semi-monthly | Office of Publication, 143-149 University Avenue, Toronto | February 1, 1911

A semi-monthly newspaper devoted to the Canadian dry goods and kindred trades.

DIRECTORS:

J. B. MACLEAN - - - - - PRESIDENT
A. B. CASWELL - - - - MANAGING DIRECTOR

Cable Address:
Macpubco, Toronto. Atabek, London, Eng.

CHIEF OFFICES:

CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

GREAT BRITAIN—
LONDON, ENG. E. J. Dodd, European Manager, 88 Fleet St., E.C. Telephone Central 1296
MANCHESTER, - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
NEW YORK - - - R. B. Huestis, 115 Broadway, N.Y. Telephone 2282 Cortlandt

FRANCE—
PARIS John F. Jones & Co., 31 bis Faubourg, Montmartre

SUBSCRIPTION PRICE:

Canada Great Britain, United States, Australia, South Africa and the West Indies - - - $2 a year
Other Countries - - - - - - - - $3 a year
Single Copies - - - - - - - - - 25 cents

Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	120
" inch	60

Mr. Alexander's Promotion.

FRANK M. ALEXANDER has been promoted to the management of The Dry Goods Review. Mr. Alexander joined the staff just 15 years ago this month and has worked his way through all the various departments of the business. There is probably no one who has as many personal acquaintances in the dry goods trade. He knows practically every retail merchant from the Atlantic to the Pacific. He spent some years in the subscription department and his work in this field caused him to visit every town and village in the Dominion. Latterly he has had charge of the work in Western Ontario.

The publication of a trade newspaper is one of the most strenuous in the journalistic world. Only a small percentage of those who engage in it make a permanent success of their own work or of their papers. It requires a greater combination of rare qualities than almost any other occupation. As a writer in the Saturday Evening Post recently pointed out it is like a manufacturing business but instead of making the same old things regularly the men engaged in it must turn out something newer and newer, better and better every time. Mr. Alexander's steady progress shows that he has the qualities necessary to successfully maintain the high standard The Review laid down for itself some years ago.

Ask Your Travelers.

THERE are at the present time no less than eleven publications that we know of, and no doubt several we do not know of, seeking more or less aggressively the support of the dry goods trade in Canada ; and two more are about to be published.

Every one of them in presenting their propositions to subscribers and advertisers either claim to measure up to The Dry Goods Review in quality and circulation or try to argue The Dry Goods Review down to their level.

We have been kept so busy building up The Dry Goods Review that we have not time to give to their affairs. There is one phase of the situation, however, which indirectly hits us. When a paper claims to have practically the same circulation as The Dry Goods Review, or is just as well edited as The Dry Goods Review, and an advertiser accepts it in good faith, tries it for a year or two, finds that the direct results or the indirect orders are not satisfactory, he naturally places The Review in the same category.

It is hard for even an expert to verify circulation. The MacLean Co. have bought several publications and after careful investigation in every instance it was found that the actual circulation was far below what was claimed.

In the case of trade papers there is a pretty accurate test in the hands of every wholesaler or manufacturer. They can ask their travelers or co-operate with other houses whose travelers cover every corner in Canada.

Request them to ask the dry goods dealers anywhere in Canada what trade paper they subscribe and pay for regularly. They will find at least 90 p.c. of them take The Dry Goods Review and it only.

For their own protection, advertisers should investigate before committing themselves to further appropriations.

Every firm knows how hard it is to develop a list of strong customers in the face of old established concerns who have given good service. It is very much harder in the case of a newspaper. Few people take more than one trade paper in the same field and most people take a pride in the fact that they have been continuous subscribers to a paper from the time they first put their names on the list. There are many subscribers and advertisers who have been on The Review's list for over twenty years

Interesting the Customer.

THE local merchant, who has seen much business taken away from him through the mail order catalogue will find, upon investigation, that one reason why his efforts to hold his own have been unseccessful is that he has not given his people information that would establish a preference for home goods.

How often it is the case that customers express their surprise that this or that line of goods was procurable in the local stores or that prices compared so advantageously with those of the catalogue. It is a mistake to work along the same groove year in and year out. Customers become accustomed to it, take a correct measure of the local store, and often mistakenly go elsewhere for goods that might just as well be bought at home. The people must have information presented in such a way that the merchant, while not suffering from comparisons, will command consideration.

When Co-operation Should Count.

THE fact that there are merchants in Canada who still doubt their ability to make ready-to-wear garments a successful feature of their stock, seems to strengthen the assertion that things are still in their infancy. There is much educating to be done.

Doubtless, among those who prefer to pass up the opportunities of ready-to-wear, there are some who remember the time when a stock of garments occupied the same position as the most staple article. They were salable from season to season. It was not difficult to carry them. Then came the more frequent changes of style, and at the same time the mail order house appeared on the scene. Merchants in some of the very small towns considered that ready-to-wear was no longer entitled to their serious consideration and they dropped it. They preferred to work along lines of least resistance. They left an opportunity for the mail order houses and the latter secured a good foothold. That is how it has worked out in many quarters.

A suggestion that would seem to have practical application in those communities where ready-to-wear has not been given a fair trial is that which involves co-operation between the merchant and the town or village dressmaker. Where now both are working independently of each other, a mutual arrangement might be arrived at which would result more to each other's advantage. For example, John Brown has a general store which does not handle ready-to-wear. His customers send away to the city for their requirements in that regard. Miss Smith is the best dressmaker in the village, and she is kept fairly busy. Now if Brown gave Miss Smith a suitable space on his second floor, or elsewhere, for a dressmaking department, took on an attractive stock of ready-to-wear garments and placed a saleslady in charge, Miss Smith would be available for alterations, and when customers required something more distinctive the dressmaking section would answer the purpose.

Properly advertised, there seems no reason why such a department should not pay well. Miss Smith's salary could be based upon her profits prior to the amalgamation. The plan would also help out the merchant's dress goods section. There is no doubt that when the people were informed that a competent person had charge of alterations and that she was a person who could suggest in the matter of ordered garments, they would not hesitate about bestowing their confidence upon the local merchant.

The duty of the manufacturer, as an educator in such circumstances as this, consists in giving to the dealer garments upon which absolute dependence may be placed as regards style and quality. The merchant must be thoroughly convinced as to the salability of the lines which he is about to handle. That done, the rest depends dpon his enthusiasm.

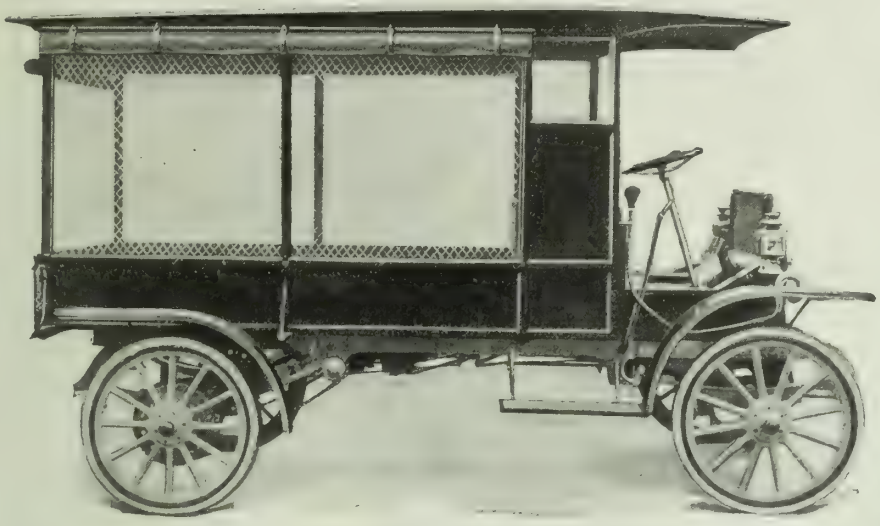
For Better Salesmanship.

THE salesmanship contests which have been running in The Review for the past few months are undoubtedly serving the purposes for which they were intended. They have brought about a very interesting exchange of opinion upon problems of great frequency in dry goods and men's furnishings stores. The replies received have left no part of the country unrepresented. Some of them are from comparatively obscure towns and villages, while others are from salesmen in large metropolitan stores. The middle ground has also been well filled. That the range of opinion thus made available is appreciated by readers of The Review is shown in comments made thereon by some of the contestants. One salesman, for example, states that he has been in business for 18 years, but even at that the contests had been a great help to him. Another man points out that although he had been in the dry goods business all his life he was now convinced that he did not know everything in salesmanship. A third man expresses the hope that many of the other problems confronting dry goods salesmen will be depicted as others have been.

While men who have been long in the business admit that they have derived some benefit from the range of opinion, young salesmen who have probably not encountered some of these twisters will find them of particular value. They aid their foresight, tend to strengthen their power of initiative and are calculated to make of them better all-round salesmen.

It is not the intention to discourage those of immature experience from replying in the contest. They may have ideas which if given expression, would add materially to the practical value of expression in the matter. There is always a place for the man who, having ideas, has cultivated the ability to give them utterance at a time when they will be most appreciated.

Put Your Delivery on a Paying Basis



Model B 2, Screen Body, $1,600 (Fully Equipped)

Simplify the tangled trend of a losing system and have it earn money.

The best asset of an enterprising firm is an equipment to facilitate the delivery of its output.

The Commercial Car is the only economical and expedient method.

Deliver Goods the Canadian Way

Write to-day for catalog giving full particulars of Canada's first Commercial Cars and what they will do. **A High Grade Car at a Low Price.**

MR. BUSINESS MAN

It will pay you to investigate this car, its makers, its mission, its good points and its durability. It will bear the closest investigation and will fill every promise made for it. It is a Canadian car, built in Canada by Canadians, for Canadians and FOR SERVICE,

THE CANADIAN CAR

(EXCLUSIVELY COMMERCIAL)

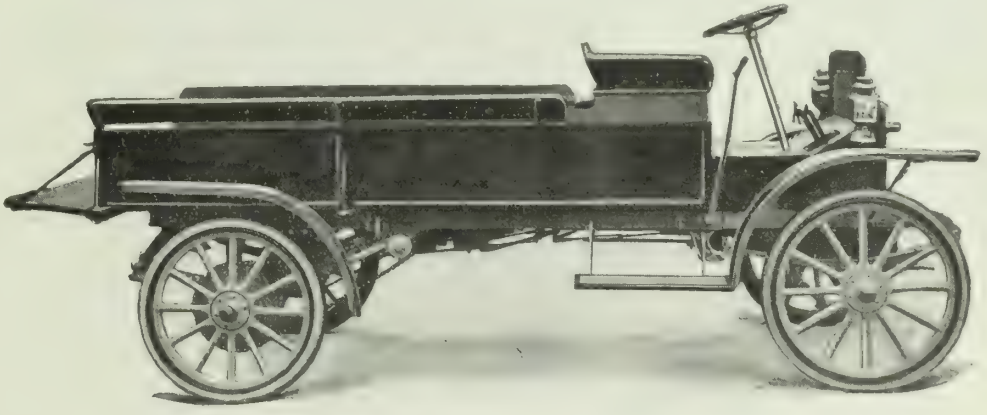
SPECIFICATIONS

ENGINE—22 h.p., two-cylinder opposed, water cooled, 5½ bore, 4-inch stroke.
WHEEL BASE—107 inches.
TREAD—Standard 56 inches.
WHEELS—34-inch artillery type, mounted on roller bearings.
SPRINGS—Front semi-elliptic, 38½ x 2 in. Rear platform type, 36½x2 in. Side, 40½x2 in.
BRAKES—Internal expanding on rear wheels, adjustable by turn-buckles.
TRANSMISSION—Planetary, two speeds forward and one reverse.
IGNITION—Bosch magneto.
FRAME—Three-in. channel section steel; length over all, 144 in.; width over all, 32 in.
AXLES—Drop forge front and rear I beam
STEERING—Improved solid double nut, 16-in. ebony steering wheel.
TIRES—Solid endless rubber, front 34x2½ in.; rear 34x3 in.
CONTROL—Slow speed forward, reverse and brake operated by foot pedals. Clutch and emergency brake by one hand lever, spark and throttle by levers at top of steering wheel.
LEVERS—All levers, foot pedals and rocker arms are drop forged, clamped and keyed to proper place, except foot pedals, which are loose on one shaft.
COOLING—Thermo syphon system.
CRANKSHAFT—Drop forged.
LUBRICATION—Force feed direct to bearings.
CLUTCH—Disc running in a bath of oil.
BODY—Loading space 42x88.
EQUIPMENT—3 oil lamps, horn and tool kit.
CAPACITY—1,800 lbs. (guaranteed).
DRIVE—Double chain direct from Jackshaft to rear wheels.

DEALERS

We have territory for good live responsible agents to represent The CANADIAN Car. It has every good feature a commercial car should have. It is a rapid seller and delivers the goods. You can talk and show facts about this car at the same time.

Write for full details and catalogs.



Model B, Open Express Body, $1,500 (Fully Equipped)

See our exhibit at the Toronto Automobile Show, Feb. 25th to March 4th.

The Canadian Commercial Motor Car Co., Limited

WINDSOR, ONTARIO

Re-arrangement of Staff.

In the re-arrangement of the road staff of Gordon MacKay & Co., following the recent death of Mr. Prosser, their Ottawa Valley representative, the general line in that territory will now be taken by J. A. Macdougall, formerly the traveling salesman for ladies' ready-to-wear in Eastern Ontario. This field will now be covered by W. O'Brien, of the house staff, formerly with A. G. Dickson, Peterboro. The vacancy caused by the resignation of L. E. Fonson has been filled by F. G. Needham, who takes the country north of Macdougall's ground, as far as the Quebec border.

Protecting Home Customers

In a campaign which had for its object a direct comparison of local and mail order prices, Neil C. Cameron devoted extra newspaper spaces to a series of plain talks to the people. In one of these he pointed out that purchasers of ready-to-wear garments by mail were never sure of having distinctive garments, that their selections were sometimes undesirably similar to garments purchased by other people in the same town. This is what Mr. Cameron said in emphasizing the idea:—"After careful investigation I find that the kinds of goods that are mostly sent for are goods of which it would be pretty hard to tell the real price, especially so to the inexperienced person sending for the goods.

"Now, supposing that it is an article of wearing apkarel, say a lady's coat, and we will say the price is $9.95. You will notice in these catalogues that you do not get a very great range to choose from—you must choose one of them.

"Then up comes a nine-ninety-five Eaton coat, the lady puts it on; she is satisfied with it, perhaps, and up town she goes. But as soon as she gets on the busy street the first thing that happens to her is that she becomes very much embarrassed by seeing several coats just like the one that she is wearing on different kinds of people. She cannot help notice the look of recognition that passes from one to the other, as much as to say, 'That's Eaton's nine-ninety-five coat.' She brushes off the street into a store; as soon as she enters she knows that the question is answered as plainly as if she had Eaton's stamped on her back with a great big price ticket on it saying, 'Only $9.95.' Of course, everybody knows it, for nearly everyone has a catalogue. Now, there is nothing so embarrassing to any woman of taste as to go out and see other women wearing the same garment as she is wearing.

"When you buy from the home merchant you are protected in this, as no up-to-date merchant would allow any more than one or two garments of the same style to be sold in the town."

In connection with his challenge sale, by which Mr. Cameron featured his campaign, he made a standing offer of $100 to the first person who proved that he was not selling 90 per cent. of all the goods in his store for less money than similar goods could be purchased from any mail order catalogue delivered in Goderich.

THE REVIEW'S EASTER NUMBER.

In the March 1st, or Easter Number, of The Dry Goods Review, much information of direct practical interest to the retailer will be featured.

The paper will not only post him with regard to late holiday novelties, but will contain several important articles dealing with Easter merchandising, display, advertising, etc.

It will be an important number from the viewpoint of the retailer, the wholesaler, and manufacturer, calculated to make the most, in every way, of the great holiday event which ushers in the Spring season.

Dean Spencer of Victoria, B.C., Walter Stark of the Glasgow House, Vancouver, and Mr. Drysdale of Gordon, Drysdale Co., Ltd., Vancouver, are on an eastern buying trip.

Gavin Rowat, who had for many years identified himself with the dry goods business in London, having been until recently head of the wholesale firm of Rowat, McMahen & Granger, died Feb. 5, in his 66th year.

The dry goods firm of Smith & Ash, with stores in Sarnia and Chatham, has been dissolved. Arthur Ash, who has had charge of the Chatham store since it opened business in the Spring of 1909, left Chatham on Feb. 8 for Prince Albert, Sask., where he will open an extensive dry goods business.

At the annual banquet of the J. D. Tait Co., St. Catharines recently, envelopes containing substantial cheques were distributed among the employes. These, President Stobie explained, were presented by the firm as a mark of appreciation of the efficient services given during the past year.

The Chatham stock has been disposed of, and the store leased to a new tenant. Under the management of Mr. Ash the business was aggressively carried on, and many up-to-date features in store management introduced. Mr. Ash was a prominent member of the Chatham Board of Trade. His decision to move to the West is, it is stated, the result of a trip to the coast some months ago.

The death of Theophilus Allen, for many years a prominent dry goods merchant of London, Ont., occurred at Windsor, Conn., on Thursday, Jan. 24. Mr. Allen, who had attained his 81st year, was born in England, but came to London in 1868, associating himself with John Green & Co., and later becoming a member of the firm of Powell, Allen & Brickenden. He left London 18 years ago for Hartford, Conn.

Displays for St. Patrick's Day.

St Patrick's day, like every other "special" in the calendar, has a certain advertising value and appropriate displays are in order. The harp, the shamrock, and other characteristic emblems can be used to advantage and in such a way that while it will appeal directly to people by whom the Emerald Isle is held dear, it need not be obnoxious to people who cherish other memories.

Very simple trims, calling for little expense and extra effort are possible. The emblems which apply particularly to the day may be introduced effectively in backgrounds, price tickets may be cut in the shape of the shamrock, and sprigs of the same placed on the snowy linens displayed.

Merchants who have particularly strong preferences have found it to their advantage to give away small bunches of shamrocks to appreciative customers on St Patrick's day.



Smart Parisian Model, Showing an Artistic Arrangement of Stripes

We Bid For **FASHION BRAND** Your Custom!

We take pleasure in announcing that we are now ready to supply direct to the dealer

'FASHION' BRAND WAISTS

Merchants who have been handling these Goods in former seasons under another label will appreciate the advantage of buying 'FASHION' BRAND direct from us, and we invite enquiry from all dealers not already on our books.

Write for samples of 'Fashion' Brand Waists if you wish to be in touch with all the latest and smartest styles in Tailored and Lingerie Blouses. There's something attractive and different about 'Fashion' Waists that defies competition. Our prices, too, are RIGHT.

WRITE FOR SAMPLES

Fashion Waist and Whitewear Co.
Darling Building, - Toronto

OR CALL AND SEE US

Wanted---Men with Ambition

Every ambitious salesman is anxious to secure a training which will make him more valuable to his employer.

It means more salary to him and that's a very important item.

The MacLean Publishing Company, Limited, want to get in touch with an ambitious, enthusiastic salesman or clerk in every centre—to act as local representative during his spare time.

They want men with determination, earnest, ambitious and enthusiastic workers. Men who are eager to become 100-point salesmen.

In return, the Company will give such men an excellent training in salesmanship—a training which will be of inestimable value to them later.

During the course of training, live men can earn one dollar for every hour of their spare time.

Competent men will be promoted to the salaried circulation staff of the Company.

The MacLean circulation staff is the largest circulation organization in Canada. It is composed of the highest-priced circulation men in this country—men who got their first training while acting as local representatives.

If you are ambitious and progressive, write us to-day.

The MacLean Publishing Company, Limited

143-149 University Avenue, - - - - - TORONTO, ONT.



READY-TO-WEAR GARMENTS



Prove Their Selling Value

Owing Largely to New Styles Merchants are Able to Sell an Increasing Range of Better Goods.

SEASONABLE Spring sunshine is the only added necessity, for all the other elements of a good season are already gathered. Merchants are finding that they are able to sell an increasing range of better goods, for the average customer is well supplied with cash, and if an article happens to be a few dollars more than was anticipated this fact will not spoil the sale. There are plenty of people in Canada ready and willing to pay a proper price for any article they may desire and given the right appeal, made in the right manner is easy to loosen up the purse strings. More Canadian citizens are getting onto easy street these days.

The greater proportion of the store's profit comes out of novelty goods, and therefore the adaptability and suitability of the new styles forms no small portion of a season's success. This season there is a wealth of new styles introduced and already their presence has added a perceptible impetus to the buying.

In the garment trade the interesting feature is the big development in a short space of time that has been made in the production of dresses and costumes. In many stores the sale of dresses and costumes has brought extra business into the department during the slack period of the late Winter and is keeping the department busy until the time for showing the early Spring range. Dresses, too, will be a big item for Summer selling both in simple styles and fabrics, and in better priced garments. Though following the salient points of the new styles designers have exercised a wise discrimination, and side by side with extreme imported Spring garments that serve for the most part as show pieces, are dainty garments that the most conservative woman will buy and wear.

The happy point is that manufacturers of other garments than dresses are full of orders. Smart, snappy, clean cut models that entirely satisfy buyers are showing in separate skirts, and to go with these skirts is a white washing waist that is so new and pretty that a good waist season is practically assured. More than all the total change in style has made the tailored suit a seller. Suits were slow numbers last Fall, but the short straight coat and the narrow straight skirt are so totally different and at the same time so smart and wearable that buyers sure of their selling points are leaving big orders. With so many light fabric dresses worn and with auto-riding on the increase, comes a demand for useful and smart wrap coats. Coats that combine utility with style are sure sellers.

In no department has there been a greater development than in that devoted to children's wear. The vast importance of paying a proper attention to children's garments—that is to the buying fabrics and trimming solely with the idea of their suitability for children's use has brought this section to the front and made it one of the most attractive and at the same time one of the best money-makers in the store.

The "hobble," happily defunct has made some trouble for the underskirt manufacturer. The exclusive trade is asking for very narrow underskirts and the Canadian manufacturer has not been found wanting. For the popular and more conservative trade certain changes in cut and the putting out of models that have less flare and are not quite so wide has met the situation.

Waists for Coronation Year

Middy and Other Sailor Styles will be a Strong Feature — New Sleeve and Collar Styles.

With a heavy demand for suits, and with the makers of separate skirts full of orders it goes without saying that the waist manufacturers are busy. Save in the very cheapest lines the butterfly model or butterfly effects dominate the trade and the whole waist business has gone solid for elbow and three-quarter sleeves. Straight sleeves put in without a speck of fullness by means of a row of lace or trimming is used on the more practical models, as this sleeve gives a closer fit under the arm and also more freedom. There is a tendency to use narrow ruffles of lace as a sleeve finish, and it would not be unexpected if later on in the season quite wide ruffles were asked for. As it is the new sleeve has caught the fancy of the trade and the



Waist of taffeta silk in the new peasant cut, commonly known as the kimona sleeve. Top of bodice front and back made of fine pin-tucked silk, while the lower part is of the plain silk. A very stylish model and one that will be much in vogue this season. Shown by The Eclipse Whitewear Company, Toronto.



Waist of taffeta silk. The top of bodice is made of the plain silk, with strappings of silk and buttons, while the lower part of bodice and sleeves is made of the tucked silk and is a particularly effective model. Shown by The Eclipse Whitewear Company, Toronto.

pretty sleeve and the novelty shaping of the new waists are proving a big success.

Later novelties in lingeries are bringing out the collarless neck feature and this as a rule is accomplished by the use of dainty manufactured yokes in square, V or heart-shaped patterns. The majority of these yokes are in exclusive designs, one firm going as far as to have the designs specially manufactured to their order. Hand embroidered motifs, German Vals., Maltese, mixed with linen torchons or clunys form the leading trimming laces, and as a rule there is a mixture of these trimming effects, but the general outline is plain and severe.

Novelty effects show the use of black dots and an exceedingly smart little waist had a row of black dots in French knot effect outlining the lines of trimming. Swiss muslin with tiny black dots is made up into stunning little lingerie waists.

It has been hinted before in The Review that the logical course of development in tailored waists was in the direction of short sleeves and low necked styles. The new hot weather waists are in middy and sailor waist styles.

Dreadnought styles are collarless with pretty shaped yoke effects and strappings carried out in navy and Copenhagen blue and in tan or black and white striped duck. The new middy blouse has the sleeve cut in one with the body and the fashionable big sailor collar and is laced up the front with a cord. Sailor blouses are featured and the true midshipman yoke is seen on some models.

It is the approaching coronation, and the fact that George V. is a sailor king that is bringing sailor fashions to the front so strongly. Newer than all in this line is the middy sweater. This is cut on the straight lines of the middy blouse and has the three-quarter sleeve. The novelty consists in the fact that the garment opens up the front in coat fashion and that there are coatlike slashes on each side. The closing is effected with gold buttons decorated with a crown and similar buttons decorate the back and the sleeves. The large collar and the strappings that finish all the edges of this coat are of duck, and it can be had with these finishings in all the colors mentioned above. The new cotton fabrics that so closely imitate linen and that do not lose their finish in the wash are used in making these novel middy and sailor waists.

Marquiesette is the new veiling fabric, though chiffon holds its own. The veiled waist is high style as the fashion of matching the waist and suit still holds good. And it looks as though these veiled waists would run far into the heated months as they are almost as filmy as the new lingeries. Marquisette is even more transparent than chiffon, and light nets and silk finished mulls are used as the linings. The styles are exquisitely simple and smart in line, and here, as in the better lingeries, the butterfly model is all prevailing. Hitherto black has been the most used but navy blue is advancing to first position for veiling purposes. Black and white touched with a high color is wonderfully popular, but the peacock combination of green and blue is forging to the front. Navy and American beauty is another fashionable combination. Only narrow stripes or a flash of bright color in the buttons or trimmings are used, and buyers are eager for these new combinations after the long period of dull shades and sombre black and white.

In silks the sale is almost wholly confined to white and black and black and white stripes and checks.

For Summer selling buyers are taking up Jap silks with stripe or checked patterns woven in, not printed onto the fabric. These silks are being made up into smart hot weather models that have all the class of a silk waist combined with the washing and wearing qualities of a lingerie waist.

Active Separate Skirt Season

Repeats are Coming in Nicely — New Models are Strictly Tailored — Many Show Panels Back and Front.

Excellent repeat orders are coming in for separate skirts and the factories making these garments have plenty of orders ahead. Buyers are manifesting considerable interest in the new designs that are being brought out for the Easter and later summer trade.

The separate skirt is, as a rule a strictly utility garment and therefore the styles shown are never extreme. This year, however, they are sharing in the interest evinced in the suit skirt, and the new ideas now incorporated into skirt models is extending the sale of separate skirts.

The new models are strictly tailored and are beautifully shaped. There is no flare and no superfluous fullness and every line and curve has to be perfect.

Many skirts show panels back and front and many models show exactly the same effect. Habit backs are the rule, though some models have stretched down flatly pressed inverted pleats at the back. The newest cut shows the long yoke finished with flatly pressed pleats or straight cut flounce effects.

Skirts all follow the straight line effect and the best selling models are from $2\frac{1}{4}$ to $2\frac{3}{4}$ yards wide. The fact that pleats finish so many models means that there is no question raised about the width of the skirt.

Designers have at last broken away from the much used trimming bands and strappings of silk or satin. A few models are trimmed in this manner but silk embroideries or, newer still, silk cords used in the same manner as soutache braid are the new trimmings. Pipings of fabric or silk, covered buttons, and strappings of the fabric are the new trimmings.

Many black voile skirts are selling and these models as a rule have a deep yoke or tunic finished with a six or eight-inch pleating laid in wide pleats. A typical model has this top portion cut in six equal gores—the front and back gore forming panels. These gores end in tabs which are heavily embroidered and there is a six-inch pleating around the foot to complete the skirt. Another model, also in voile, has a deep yoke or tunic trimmed with an up and down pattern in cord braiding. This braiding comes up to a point both back and front and is lower at the sides, giving a very graceful line of trimming to offset the straight line of the deep yoke.

The favored materials are voiles, fine serges, panamas, pencil stripe serges, shepherd's checks and smooth-finished grey mixture suitings.

Black leads, as all voiles are taken in black. Black and navy are the best sellers in panamas though there is some demand for brown, and the shepherd's checks and mixture greys are selling well.

Suits are Selling Freely

Plain-Tailored Models are Very Attractive — Shorter Coats in Straight Effects Slightly Cut Away in Front.

The change in style has made all the difference in the selling of Spring models, and though buyers are late in the market they are placing good orders for the new



High-waisted Model of Pale Orange Satin, with Tunic of Gold-colored Chiffon Embroidered with Strass and Gold Beads Girdle of Deep Orange Velvet and Panel Sash of Satin

MIDDIE WAISTS



"CUCIE BRAND"

·REGISTERED

WE WERE the first firm to show Middies in Canada. Last season we could not keep up with the demand; this season we have enlarged our output, but orders must be in early. We cannot guarantee delivery of orders placed in May and June.

We have the right materials for this style waist. A special brand of soft finished white duck for the bodies, and trimmings that are guaranteed fast. **Your troubles are over if you buy your Middies and Sailors from us. We know how to make them. We are not sacrificing quality for output.** Careful attention is given to all details of manufacturing.

Twenty different materials and styles to choose from, ranging in price from $7.50 to $15.00 per doz. and in several different materials ranging from a heavy white duck to a linen and fancy cord.

We manufacture everything in waists from a $4.50 print to an $84.00 lingerie, also bathing suits.

Samples sent prepaid on application.

Canadian Underskirt Co., Limited

1266 Queen West - - Toronto

"CUCIE" BRAND

REGISTERED

TIGHT UNDERSKIRTS

FOR

NARROW TOP SKIRTS

WE are showing some special lines of underskirts that are adapted to the narrow top skirt. On account of the strain on the top skirt when walking, to retain the shape there must be a strongly-made full length flounce on the underskirt.

Skirt same as illustration is made in Sateen, English Silk and Taffeta Silk, it has an adjustable flounce which can be made as narrow as required.



No. 143 made in Black Taffeta Silk with a straight front effect, measuring two yards around flounce, which is strongly reinforced, makes an ideal underskirt for the very narrow effect.

We manufacture a very complete range of underskirts in all materials —Sateen, Silk, English Silk, Moreen, Moirette, Taffeta Silk Moirette, Gingham Wash Skirts.

Our OS or large size model is the best in the trade.

Samples sent prepaid on application

Canadian Underskirt Co., Limited

1266 Queen West - - Toronto

models. In consequence, confidence in the selling qualities of suits is reviving, and not only orders but repeats also are coming in.

Buyers have accepted the new models without reserve and this is not to be wondered at, for the plain tailored models show lines that are very attractive. The tendency is still towards shorter models and for late Spring wear smart 22 and 24-inch coats are showing, and even a few bolero models are shown. These are, however, at present





These models are taken from a choice range of about 50 styles, which the Eclipse Whitewear Co are showing for Easter and early Spring trade.

more in the nature of show suits and the trade is not expecting much business of bolero styles at the present moment. The shorter coats are made in straight effects, and are slightly cut away in front. The collars are large and are in the sailor order and a feature is the panels or bands used around the bottom of the jacket.

High-waisted Empire coats come also in these short-coated models. As a rule this feature is confined to the back and very often the effect is simulated by the application of trimming. This model is a favorite one for developing in soft satins and wool-backs.

Now that such light-weight fabrics are used, weights are used to give the proper hang and to keep them down. These consist of lead buttons about the size of a 50-cent piece, and are securely sewn into their proper place.

The manufacturer has to give some time and thought to the selection of buttons, for this item must harmonize perfectly with the cloth. This is an advantage as in the days past many a good style garment was shorn of much of its value by ill-chosen, cheap-looking buttons.

With the straight line models advancing in favor manufacturers are looking forward to their continuance during the coming Fall. In this expectation they are buying rougher fabrics and also there is a tendency to ask for increased weights.

The New Spring Underskirts.

Neither the garment buyer nor his average customer have been found very willing to accept the extremely narrow skirts and this is good news for the underskirt manufacturers. The accepted width of the new dress and suit skirt is from 2¼ to 2¾ yards. With this width of the skirt to work to, the underskirt manufacturers have had no difficulty in producing acceptable practical models.

The new skirt has to be carefully cut to give the long smooth fit so desirable, and the shaping of the back gore is so arranged that it pulls on the front gore and eliminates any tendency to wrap over or crease in front.

The trimming flounce is not so deep and is so arranged that the flare does not start in so high. Flares are, as a rule, confined to the last few inches and as petticoat fabrics must be soft-finished, this flare folds around the feet and makes the outer skirt set properly.

All underskirt fabrics must be soft-finished. Soft lustrous taffetas are in particular favor and manufacturers who carefully choose their silks with a view to their wearing qualities are doing a heavy business in taffeta skirts, both in popular-priced and expensive numbers. One feature that is making it easier for retailer and manufacturer is the increasing demand for better grade skirts. It used to be that retailers found it difficult to get the price of a reliable skirt. This difficulty has disappeared much to the advantage of the manufacturer, the retailer and the consumer.

Pongee and Serge Coats Selling Well.

Coats of tweeds and homespuns have sold well for auto and driving wear and now buyers are looking for coats and wraps of a lighter character. From the style point of view the fashionable coat is of soft satin or woolback satin. These coats are expensive because a lining of white or of light colored satin is used, and fancy silk braid or handsome embroidery is used for the trimming.

Serge coats are selling, and white serge coats in the new straight line models are decidedly good.

The pongee coat is too handsome and too useful a garment to be lightly discarded and many buyers are taking pongee coats in preference to satin.

Pongee coats are made up much in the same style as the satin coats, only they are unlined. The large round or sailor collars and the low side fastenings are used. It is the natural shade that is selling.

What New York is Featuring in Later Spring Ready-to-Wear

Dresses Selling Well in Black and White Combinations, Blues, Silver and Smoke Greys, Champagne and Tans, Reseda and Mauve and Violet Shades — Clever Sash Arrangement — Veiled Waists Popular — Wraps and Coats

Office of The Dry Goods Review
115 Broadway
New York, Feb. 6.

THERE has been an unusually good business in medium and high grade evening and dressy gowns. Nor is the business in this class of garments done with, for buyers are still interested in merchandise of this class, and before the season is ended a very good business will have been done. By no means all the garments selling are wanted with the high style features highly developed, but pretty models to suit women of conservative taste are the best sellers.

Dresses of satin, crepe, marquisette, voile, and foulard are in high favor. These dresses are selling in black and white combinations, in a great variety of blues, running from navy to Copenhagen and sky, in silver and smoke greys, in champagnes, and tans, and in reseda and a number of mauve and violet shades.

There is a liking developing for dark colors in these dresses toned up with bright touches of color in the trimmings. A pretty idea is the veiling of these trimmings with chiffon, to give softness to the tone.

The majority of these dresses are made up very simply with the peasant waist, and with plain gored skirts, trimmed with bias folds, or band or pleated flounces at the bottom edge. Many models have the double skirt, or have the tunic simulated by means of the trimming band.

Broad Panel Sash.

A feature that promises to be popular later is the sash, and many clever sash arrangements. The latest idea is the broad panel sash. This is attached flatly to the waistband and falls either to the knee or lower. It is exactly like a separate back panel, only not attached to the skirt, save at the waist. This panel sash is often made of the dress fabric and edged around with braid, or when in softer finished goods, satin ribbon or even chiffon is used. Pretty sashes modeled upon the Japanese obi are making their appearance and panne velvet is frequently used. Other sashes are slipped under the edge of the tunic and tied either at the back or at the side with the ends falling down to the foot of the gown.

Many manufacturers are showing dainty models of cotton voile, inset with bands of heavy guipure or torchon lace. These models have the peasant waist, and the round collarless yoke or low-cut Dutch neck. The straight cut skirts are finished with three folds at the foot and there is a dainty folded girdle of white satin.

Good Waist Business.

A bigger business than usual is being done in medium priced lingerie models. These are developed in allover embroideries, voiles, and in plain and fancy lawns and mulls. One that promises to become a popular seller is of deep embroidery flouncing with a panel of pin-tucked mull and Valenciennes lace running down the shoulder and sleeve. Mull and Cluny combined with dainty hand-embroidered fronts and Valenciennes lace are the latest idea in waist styles.

Black and white combinations are immensely liked, and when this combination is featured in cotton voile the result is particularly desirable. A model of this class was of white voile with a pin stripe of black. There was a large sailor collar of black and white dotted muslin, and a tiny yoke of Venise lace and undersleeves of the same under the turn-back muslin cuffs.

Percales, lawns, linen and linenes are the materials favored for making into tailored waists. The ¾ sleeve is the sleeve for the lingerie blouse, but the plain sleeve with the stiff-starched cuff is the one universally used. Many numbers are finished with hand embroidery and hand-made Cluny laces are used as a finish, while hemstitching and narrow beadings are used to finish hems and seams. Wide tucks are used, and there is a tendency to side fastenings on the later models.

Jumpers of chiffon and lace, voile, marquisette and other sheer fabrics intended for wearing over lingerie blouses are quick sellers.

There is little change to be seen between the veiled effects produced for fall and the new numbers now offering. The veiled waist is very popular, as it can be had to tone in with the color scheme of most of the spring suits.

Therefore, as matching waists are to be worn, the veiled waist is to be again a leader for the Spring season. The only change is that the linings are of printed silk mulls, nets and of allover embroidery or lace, so as to bring down the weight to the summer's standpoint.

The Spring Petticoats.

The new styles have caused considerable changes to be made in the lines of the new Spring petticoat, and every effort has been made to give the required width in combination with the new straight lines. The very narrow petticoat, measuring only about 1½ yards around the bottom, did not please buyers, and the skirts wanted, while designed to give a particularly smooth fit, average from 2½ to 3 yards for the popular-priced skirt, while the higher priced models are 2 yards or slightly narrower.

There is every effort made to give the appearance of straight narrow lines. Flounces are scant, and pleats are pressed flat. The three and the five-gored skirts are the ones selling. The demand for a petticoat suitable to wear under a narrow skirt and yet give freedom of movement, has led to the revival of the sun-pleated skirt. This model fits closely over the hips and clings to the figure, and yet the spreading of the pleats allows of free movement. For the same reason, the Jersey top petticoat is favored, fitted with a flounce, either of silk or mohair. Messaline is a favored petticoat fabric, and where taffetas are used the softest finish possible is required. Black, of course, is the staple seller, but navy, royal and Copenhagen, tan, champagne and golden brown and reseda and emerald green are the leading colors. Two tones and changeables in taffetas, messalines and satins are very much liked, particularly in white and black, and black and white.

Owing to the vogue of the black and white combination in outer garments, preparations are being made for a similar vogue in underskirts. Black and white striped silks and messalines are being trimmed with arrangements of the stripes in bias and horizontal form and very dressy models are made of white messaline trimmed with black satin ribbon.

Features of the New Coats.

The straight, mannish sleeve, finished in a mannish way, with a strap and buttons half round or a small turned-back cuff and buttons, is the fashionable sleeve in the new coats. Peasant and regular sleeves are also much used, particularly on wrap or auto coats. Evening and wrap coats show ¾ sleeves often finished with a deep gauntlet cuff. Though there is some talk of shorter coats up to the present, the full length coat is the seller.

The widespread vogue of the separate coat is indicated by the range of materials selected for its development. Scotch tweeds, homespuns, ratines and double-faced cloths are being made up into auto and storm coats. Serges of all kinds are popular sellers, and there has been a big business done in black satins, and in wool-back satin coats. Country sections are taking taffeta coats to some extent. Pongee and tussah coats are shown in many styles for later wear and linen traveling and auto coats are shown, mostly in natural and tan shades for summer wear.

Persian and brocaded silk collars, cuffs and revers are used on the more dressy numbers. Wide braids are favored where trimmings are used, and collars and revers of Guipure and Venise lace are also fashionable. Very handsome buttons are used, and bound and simulated buttonholes are seen on many coats.

Should Respect Conditions

Features of the Garment Business Which Demand Reasonable Consideration on the Part of the Retail Merchant.

By Howard R. Wellington

There is evidently a lack of appreciation of conditions on the part of a great many merchants who handle ready-to-wear garments, and it is with the object of making some of these conditions a little clearer that this article is written.

Owing to the nature of the business, and the necessity of putting in work garments several weeks before they are required in the stores, it is necessary for garment manufacturers to send out representatives months before the season, and almost immediately upon receipt of orders the garments are cut and put into work.

It is necessary owing to the variety of styles, shades, trimmings, etc., for the manufacturer to carry a very heavy stock, and employ a large staff of skilled workmen all the year round. As ready-to-wear-garments, therefore, are different in this respect from staple commodities, such as groceries, etc., the retail merchant must realize that when an order is placed it is not only unreasonable, but impossible for him to cancel that order, unless such cancellation is made immediately.

When garments are ordered specially, they are as a rule, cut individually, and when this operation is performed, the merchant is under an obligation to accept the goods, as the manufacturer could not be expected to look around for another purchaser of the same garments; the manufacturer might possibly be able to effect a sale, but if so it would be at a considerable loss, and no two merchants will buy alike.

Very often owing to a tremendous run on a particular line of cloth, it is found impossible to procure same in ample time to fill orders on the date promised, but it is the duty of every merchant under these circumstances when advised, to instruct the manufacturer to cancel this balance order if desired, and not permit the goods to be made up, and shipped out, and then refuse to accept same. Instances frequently occur where merchants will not do this, and the garments are shipped out in good faith, but when the merchant is advised of their arrival he refuses to accept them, and as the season may be practically over it is an impossibility for the manufacturer to take back these goods, and dispose of them at anything like a reasonable figure.

Special Orders.

Quite a number of the manufacturers are refusing to accept special order work, for the reason that a merchant expects a garment to fit perfectly if he sends in the exact measurements.

Now it must be remembered that neither the cutter nor the operator has ever seen the figure of the party ordering the garment, and it is almost impossible to cut ladies' garments to fit perfectly from special measurements. Every dressmaker, every tailor, will require one or more fittings before the garment is perfectly satisfactory, and the merchant who handles ready-to-wear business should endeavor to arrange to make any slight alterations in his own store in order to thoroughly satisfy his customers. Fit cannot be guaranteed by a manufacturer, and should not be expected by a merchant.

The manufacturer is ready, no doubt, to assist a retailer in every possible way to compete with the tremendous mail order business, which is being carried on to-day, but at the same time the merchant must be reasonable in his demands in view of the above explanations.

The ready-to-wear trade is only in its infancy in Canada to-day, and there is no reason why even the small merchant cannot make a success in handling this department. If you have never handled ready-to-wear before seek the advice of someone who has had considerable experience in this line, as it is certainly not to be compared with staple goods, and no doubt this paper will be in an excellent position to put you in touch with the right party.

Purchased in British Market.

To the dry goods merchant, one of the most notable items in the British import list is that of cotton yarns. Last year Canada imported £242,000 worth of cotton yarns from British markets. This is considerably more than twice the figure for 1909, and more than three times that for 1908. The figure is remarkable, as being to a certain extent an evidence of the remarkable growth of manufacture in which cotton yarns are used. It is an item which will continue to show great increases.

Woolen and worsted tissues form the most important class of textiles taken by Canada from British markets. The total last year was £2,574,000, and the fact that in 1908, the poor year, the amount was £1,588,000, indicates the strength of recovery of the two subsequent years.

Cotton piece goods bought in the British market amounted to £1,684,000, against £1,394,000 in 1909. Imports of apparel amounted to £569,000 an improvement of 60 per cent. in 1909.

So far as general drapery imports are concerned, the amount bought from British manufacturers by Canada was £6,293,000, as against £5,359,000 the year previous.

Exports of cotton piece goods from the British market are largely in excess of all other textile exports to the colonies. Last year they amounted to £54,000,000 or 43 per cent. of the exports of cotton piece goods to all countries.



Paul Poiret Gown of Black and White Striped Satin, Black Velvet, Royal Blue Chiffon and Blurred Tapestry Patterned Foulard.

Market for Ready-to-Wear Built Up by Style Adaptation

In Fifteen Years Canadian Manufacturers Have Developed Profitable Industry Through Recognition of the Country's Requirements — Improvement in Merchandising—Growth from Staple Stage to Point where Styles are Dominant

THE comparatively short period of 15 years combines the more notable features in connection with the development of ready-to-wear garment production in Canada. The first ripples of what was to become the great wave of present-day demand were taking definite form fifteen years ago.

Manufacturing effort in those days had very narrow limits, but it became evident to people of foresight that there was a positive call for the production of garments more distinctively adapted to the country's requirements. Those were the days of imported garments upon which style influence did not work frequently or radically. So far as Canadian trade was concerned, style verdicts did not call for the same general endorsation of the trade which has to be given so much consideration to-day. It was possible to say what would be worn, to indicate what the changes would be, but there was little direct expression that could be said to represent the country's actual preferences.

A Small Beginning.

That was the condition of things when the Canadian manufacturer sat down to his machine and began to turn out clothes in which some recognition was taken of the distinct requirements of the market.

It was a small beginning. One pioneer manufacturer who to-day employs four hundred hands and two hundred machines, states that he started with a staff of two. The present condition of his enterprise only represents a growth that has kept pace with the demand. This is a typical case and indicates a progress which had its primary impetus in a correct estimate of the market's possibilities as regards style, quality and price.

Separate Coats First.

It looked like uphill work at the first, but when the people recognized in the new lines, something that seemed to have a definite appeal, because of better recognition of their needs, the business development began.

Separate coats were first featured. Then style began to play a more important part. The United States ready-to-wear market had then reached a comparatively advanced stage of development and the manufacturer did not have far to go for inspiration. So-called Americanized Parisian styles seemed to come nearer the purposes of the home market than those represented in some of the import lines. With slight modifications the Canadian manufacturer was able to produce goods that were immediately acceptable, that placed him immediately in an advantageous competing relation with the foreign manufacturer. The demand became encouraging and Canadian lines gradually approached higher standards.

Style Comparisons.

Comparison of the styles of fifteen years ago with those which rule to-day, reveals some wonderful changes in the direction of everything that is worn practical yet conforming to style. For example, the enormous sleeves that were worn in the coats and jackets of that day contained almost sufficient material for a coat made along modern lines. The arrival of the straight front corset has led to many very radical changes. The sleeve elaboration gradually became modified and garments now more faithfully follow natural contour. The changes would all seem to be in favor of simpler and more graceful lines.

Canadian Tastes Conservative.

True, at the present time, there are features which would suggest that styles have in the past 15 years jumped from the voluminous to the skimpy, but the medium ground taken by Canadian designs hardly makes the change applicable to this country's vogue. There is sufficient conservatism to discourage any tendency in favor of extremes.

Following the appearance of the Canadian made coat, come suits. These also followed lines prescribed by the Americanized Paris styles. Each stage of development in connection with ready-to-wear seemed to call for a certain amount of education to the trade, and thence to the consumer, in the form of advertising. Fifteen years ago the publicity by which the features of ready-to-wear were described had to do almost entirely with English, so-called European and American styles. Naturally the appearance of the Canadian manufacturer in the field was not received altogether without prejudice on the part of those inclined to doubt his capabilities. This attitude also called for a certain amount of education. The marked growth of the past seven or eight years and the position which the Canadian made garments occupy in the opinion of the trade generally, are the best proofs of the success with which all difficulties have been met.

Dresses and Costumes.

The production of dresses and costumes has been a comparatively recent step in the development of ready-to-wear. Here, too, results show that the manufacturer has given to the trade lines which were immediately well received. There is not a fabric to-day which is not employed by the manufacturer of the ready-to-wear garment.

In the early days of the industry, only the most staple cloths were used. Merchandising then was conducted on an almost entirely different basis. When the buyer made his selections he anticipated almost entirely upon the probable demand of the entire season. There had not developed that necessity for close study of styles, the certain prospect of novelty, or the likelihood of sudden change in the middle of a season. The merchandising of the present day has stepped aside from the procedure which made ready-to-wear a staple with no selling period absolutely prescribed. The seasons are now very distinctly defined

Definite Recognition of Seasons.

"In the early days," said a manufacturer, "we never went to the trade with a Spring line. We had nothing to offer that was particularly applicable to the season Our coats were for Fall and Winter only. This will sug-

What Would You Say to This Customer?

See page 31.

MONEY PRIZES FOR BEST ANSWERS.

gest to you, and quite correctly, that the Canadian ready-to-wear had its first inspiration in the climatic peculiarities of the country. He produced lines calculated to meet the severities of the Canadian winter and he succeeded. Then the desirability of Spring and Summer lines suggested themselves, and the suit was the response. The separate skirt appeared about the same time, and now the Canadian manufacturer is capable of supplying every possible demand for women's outer and under garments."

There have been wonderful changes in fabric styles. This is a factor which seems to have come along quite as steadily as the many peculiarities of garment design. The great varieties of weave, the so-called fancy effects in worsteds, tweeds, silks and the different mixtures represent a development of but a few years. Whereas quality used to have a paramount position, style now holds sway—style in weave, in general effect, in every sense suggested by comparison.

Position of Buyer is Exacting.

All of these things have tended to the increasing importance of the ready-to-wear industry, and they have made the position of buyer an exacting one. No manufacturer would now think of asking a buyer to place his entire season's stock in advance. If he receives 25 per cent. of it he does well. On that amount the verdict as to the subsequent success of the line will be formed. Succeeding orders will show what has taken well and what should be eliminated. From season to season the consumer's intelligence is becoming more and more a factor to be considered.

Though the Canadian taste inclines to the conservative side, there has developed in recent years that spontaniety of adoption which has given immediate importance to style announcements from the world's fashion centres. The means of judging radical changes have become more authentic and more easily available.

Styles Much Talked About.

Style has become a topic worth talking about in the newspapers and magazines, people are awake to the fact that advertising has a greater news value than ever before, facilities for travel and for obtaining first-hand knowledge have improved. The time is passing when it can be said that Canada is one year behind in adoption of the latest style features. The manufacturer who presents a reasonable interpretation of the leading style need not fear that his work will be rejected.

Problems in Designing.

A successful garment may represent the inspiration of a moment, or it may be the embodiment of a series of modifications.

The designing end of a large manufacturing establishment has many things to consider. First and foremost, there is the general tenor of the demand. For example a heavy run on so-called freakish lines in one season may mean a distinct reversal the next. This has taken place recently. The designer must know the style note sounded by the great artists and be able to adapt it to his home field. Then in his production due regard must be paid to the possible price. A garment requiring too much work may run into a figure which will immediately stamp it as a sticker.

The Plain Tailored Style.

Another garment may look well on the model, yet have that touch about it which will generalize its individuality. That is, it will make itself too easily unpopular. The woman who selects one will be able to recognize a similar garment too readily when bought by her neighbor. This danger has helped to give impetus to the vogue of plain-tailored garments. A completed line of garments ready to submit to the retailer represents a great amount of work. Much skilled manual operation is evident, but it is in the designing room that the brain application which must direct the operatives takes place. In the large manufactories that portion of the staff which is engaged in working out the coming season's success occupies a responsible position. Through its hands are constantly passing those garments which must all but make or mar a house's reputation for style interpretation. These garments are placed upon models, criticised from every viewpoint, adopted, modified or rejected altogether. Not every garment that passes through the modeling room finds its way into the retailer's racks.

The Finished Sample.

Once a garment is approved, however, it immediately becomes part of the manufacturer's line, and samples are made to submit to the retailer. Thereafter it becomes subject to order. In the modern factory, facilities are such that no finished garment is folded or laid flat until the day it is shipped. There are metal racks, protected from dust, upon which all garments are hung in lots according to individual order. On the day of shipment, a final record is taken and the consignment packed in cartons. Every precaution is taken in order that the garments may reach the customer in the best possible condition, otherwise their salability may be prejudiced in the retail department.

Industry is Widespread.

While Toronto and Montreal are the great Canadian centres of ready-to-wear production, manufacturers in smaller places throughout the country have ventured into the field and are producing highly creditable lines which are being very well received. The large general wholesale houses also have well-equipped ready-to-wear factories and show-rooms. In Toronto there are something like thirty manufacturers of ready-to-wear garments, some of them very small, but the majority quite vigorous. In addition to these there are many very modest, so-called one or two-man concerns. The bulk amount of piece goods sold by the wholesale houses to these men during a year is enormous, and here is a fact that seems to suggest a steady up-growth of new manufactories in the future. In Montreal there are about 40 well identified firms in the business, and the same activity in a very small way is also valid there.

There can be no question that the steadily increasing competition, the many improvements in manufacture, the development of the market for skilled help, have all been instrumental in a steady advance towards developing high standards of style and workmanship.

Trade Mark Plays Important Part.

The important part played by the trade mark in marketing goods cannot be overlooked. Manufacturers have at once recognized in it a vehicle by which they may advance the so-called distinctive features of their lines. The trade mark is adopted as a safeguard against general classification. It has simplified advertising and made it more effective. It has facilitated selling co-operation between the manufacturer and retailer, and it has in many cases been the medium of success.

(Concluded in March 1st number)

LADIES' WEAR, LIMITED
Makers
TORONTO



Middy Waist, No. 2136

SERVICE

These goods, along with all other cotton waists, are made in what is known to us as factory "D."

This factory is one of the most modern in point of improved machinery, light and general comfort to operators, which makes it possible for us to select a superior class of help

This department of the business is under separate management and designers, and is located on a separate floor, and is free to look after any seasonable novelties which appear, and thus maintain the reputation we have gained as a novelty house.

THE "Middy" Waist shown is one of our own productions, cut to drape gracefully, with just the correct fullness, yet free to cling lightly to the figure.

Simplicity is the note, but it is simplicity gained by the closest attention to detail.

Fine Duck is the material, of a quality that lends itself to the drapery effect and yet has the needed body to hold stitching firmly, and not pull out of shape or crease when worn.

This "Middy" is most carefully worked out in a coat effect, with broad easy curving collar, carefully finished pockets and trimmings, and Royal Crown Buttons (H.M.C.S) Each separate detail contributes to the success of the waist, which we are prepared to supply for your early summer trade.

"Middies" are sampled in a variety of designs from $9.00 per dozen to $16.50 per dozen, and we suggest that merchants see our salesmen at the earliest opportunity

Ladies' Wear, Limited
Toronto

F. P. EVANS,
President

W. F. GOFORTH,
Vice-President

DRESS ACCESSORIES AND NECKWEAR

Latest Neckwear Novelties

Flat Styles with Fichu Effects are Being Strongly Featured — Vogue of Lace — Veilings and Scarfs.

AT the present time, neckwear lines, while selling well, show little change as compared with a few weeks ago. The high novelty idea lies with the big flat collar and the fichu effects, either in the popular sailor styles or in the shawl or bertha. Coats for Spring have these large sailor collars, frequently faced of satin. These will be worn with collar and cuff sets as the season opens up, and furs are abandoned. Blouses, as is frequently the case, conform to this general idea, and many surplice waists will be seen



Stock Collar, with Double Jabot Featuring an Anglaise Embroidery Effect — Shown by Ladies' Wear, Ltd., Toronto

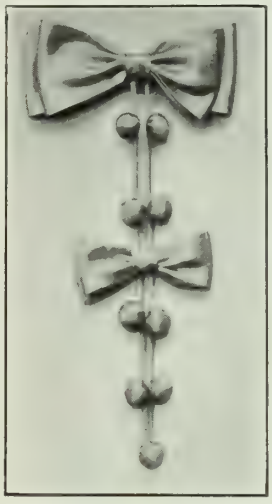
with large collars. These have sailor shape at the back and ends that cross over in front. Not a few show the jabot ends, to be looped and allowed to hang down. This is called the fichu collar. Hunting stocks in popular-priced styles show more activity than was expected this year, owing to the rage for the Dutch collar. All these stocks are shaped with high or medium round curve, no ear peaks being seen. The novelty feature is the touch of shepherd's check or stripe of black and white.

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Medium-sized Jabots Selling Well.

Jabots are much seen in styles attached to the collar, the whole being washable. Already the great call is for the wash lines and pleatings and frills should be of a practical sort. Medium sizes are selling well.

The greatest possible variety is seen in bows and ties for wear with the flat collars, lace and lingerie, and for the stand-up, turn-down models. A good many of the latter will also be seen with jabots. For the ties,

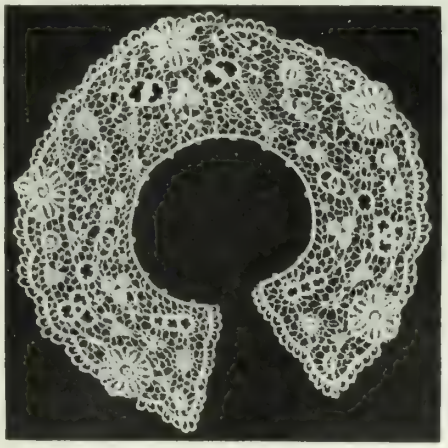


Novelty Bow of Colored Messaline and Soutache. Shown by R. D. Fairbairn Co., Ltd., Toronto.



Combination Jabot of Knife-pleated Net and Lace Finished in Cascade Effect. Shown by R. D. Fairbairn Co., Limited, Toronto.

black satin seemed a favorite selling number. Lined with white and touched with a hint of color in the shape of plaid silk or shepherd's check. These ties have a chic appearance which should appeal at once to the feminine public. A model was seen with pointed bow in butterfly shape and long ends finished with a ball fringe having



Novelty Lace Collar — Shown by Flett-Lowndes & Co., Ltd., Toronto.

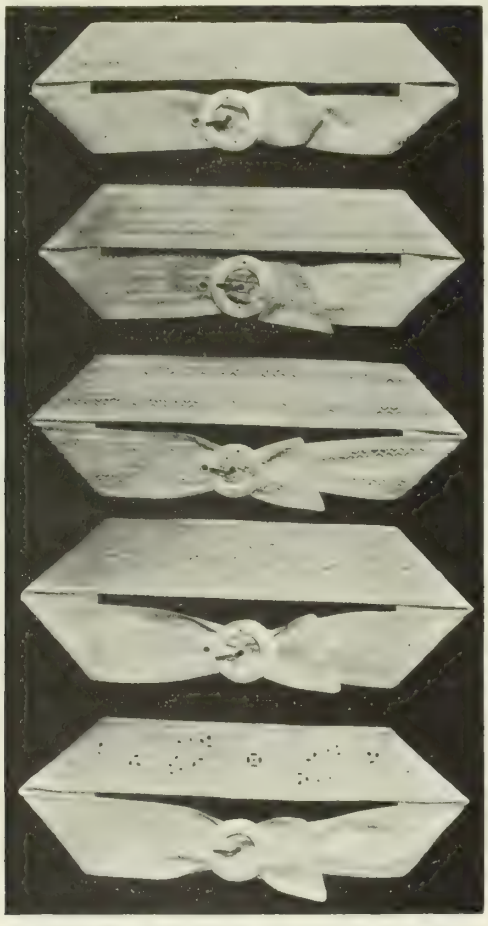
touches of green on the black. This tie was of black satin lined with white.

A mannish tie was long and narrow, of shepherd's check, and perfectly plain. This was one of the best sellers in a large range.

A pretty novelty consisted of a black satin bow about one inch in width by six across, with ends. The clever touch was a tiny embroidery of white porcelain beads at either side, fastening the loops down on the ends to prevent spreading.

Belts and Beltings.

Elastics, both plain and studded, have been a prominent feature of the winter's trade. After their recent slump, these lines took on a most surprising liveliness as the season opened. Manufacturers had not doubted of their ultimate return to popular favor, but no one expected so sudden a revival. This was probably due to the speedy declination of the patents so much wanted for Summer. Elastics came back shortly before Christmas in high-class numbers for exclusive shops, both jewelry and dressmaker's. This showed the revival of the fashion, and popular-priced styles speedily followed. Elastics are now selling well in all staple lines, but in their recent return have brought back some fine new style features.



Several Wash Belts — Shown by Flett-Lowndes & Co., Limited, Toronto.

Jet is used to stud the new belts, as also are turquoise and other colored jewels. Steel is not so exclusively master of the situation as formerly. The touch of color was much needed, and well-dressed women are everywhere taking it up.

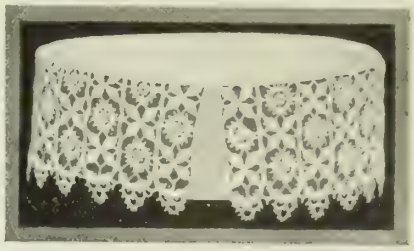
The Polaire belt in velvet has done very well this season. New velvet styles are smart and very plain-tailored in effect. A few are leather backed and bound. Buckles are of self, trimmed to match. Large square forms are much used. Pretty beaded effects are seen in steel and color combinations, (amethyst and turquoise favored), on the black velvet. Turquoise alone was handsome on black velvet in a massed design. Coral beads were used in the same way on a New York model belt.

Suedes hold their popularity as a practical belt for every day wear. Very satisfactory sales are reported.

Wash belts, are of course, now being strongly featured. Pearl and composition buckles, as well as linen-covered, are shown. The former are held to wash best

Tapestry Dutch Collar.

A Dutch collar of tapestry was a new feature. This was of medium-size and trimmed with black satin covered buttons. A tapestry bow knot to match was very neat and tailored-looking with its satin pipings.



Fine Cluny Effect in a Swiss Deep Banded Collar. Shown by Ladies' Wear, Ltd., Toronto.

Folds of satin double or single, and either in black and white or white with silver or gilt tissue, are much-wanted as ruchings. Smaller ruches are favorites in chiffon, lisse and net. Great variety is a feature of the new lines. Wide color ranges are seen, but black and white combinations and whites are favorites. Widow's ruching leads, as a selling line at the present time. Cords are still selling well.

The Bolero Jacket.

It is now past dispute that the Bolero and Eton effects are going to return to favor. As a result, many pretty bolero effects made of lace and embroidery will be used on Summer dresses. The separate bolero jacket will also be seen as an accessory. It has had considerable run in sequined effects during the past season. These all show blouse and sleeve in one, in peasant style, few being without at least a short pretence at a sleeve.

The wide collars with front ends crossing in surplice style will have their effect on this new feature, and boleros with sailor collars will be seen. A very pretty specimen was in Irish crochet with slight roll collar of its own.



Dutch Collar, featuring Combination of Lace and Embroidery. Shown by Ladies' Wear, Limited, Toronto.

A lingerie dress showed a bolero of Embroiderie Anglais, blouse and sleeve in one, edged with Valenciennes.

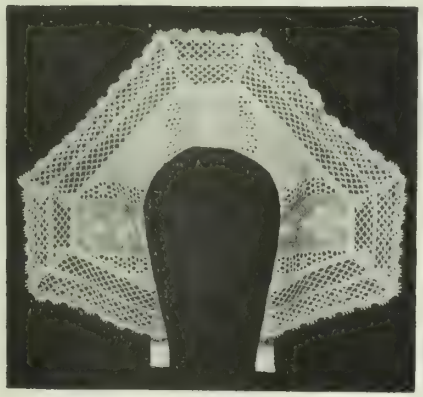
Our Claim



8441—$1.35 doz



8475—$1.50 doz.



8483—$2.25 doz.

Design Quality Price

Proof of claim can be supplied by an inspection of our samples.



8461—$2.25 doz. sets.



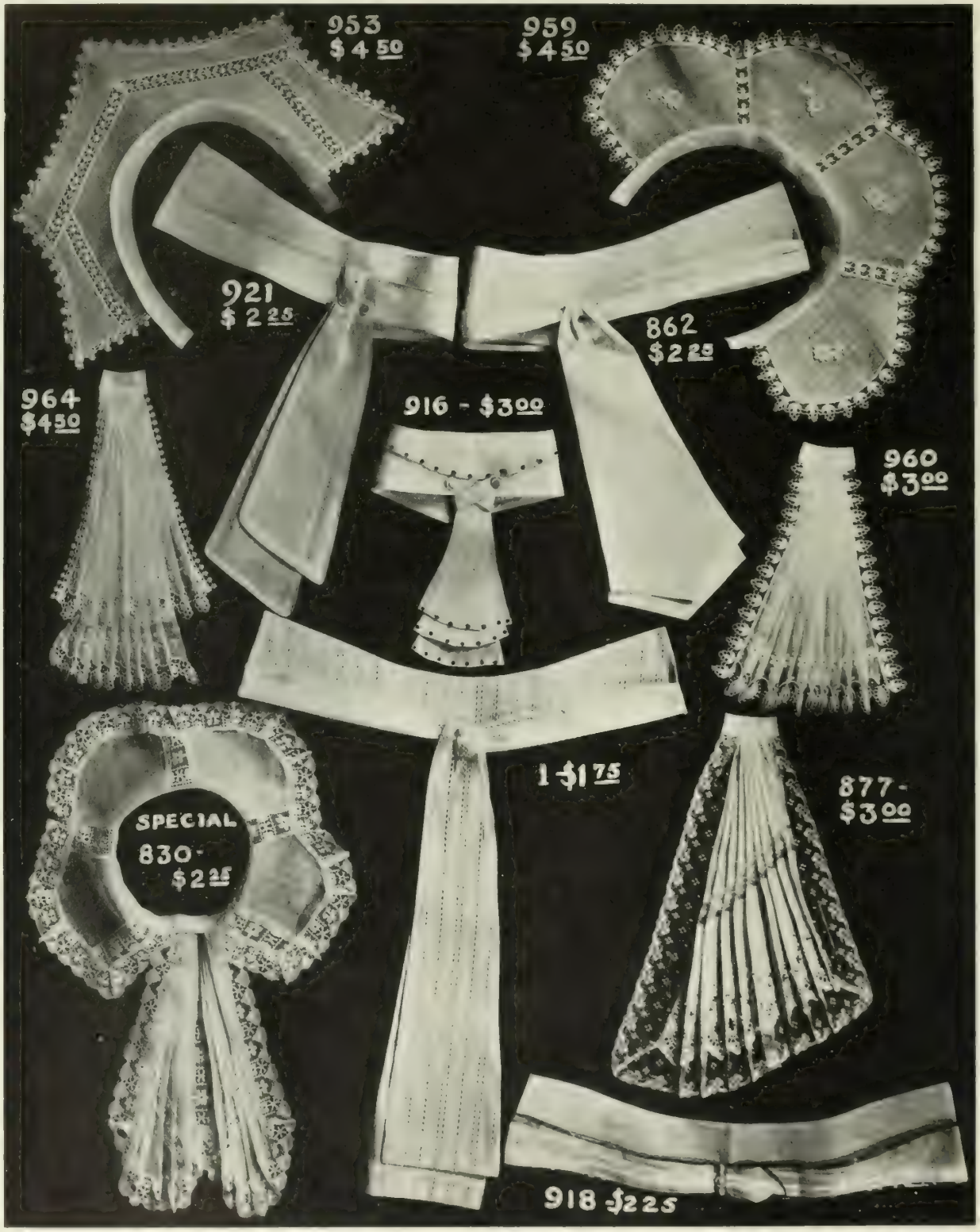
Upper: 8491—$1.35. 8077—$2.25
Lower: 8433— 4.50. 8492— 2.25

FLETT-LOWNDES & CO., Limited

Manufacturers - Toronto

Approved Canadian Styles in Smart Neckwear

These are real novelties—goods that will be in demand and that will sell. Order a good supply of them TO-DAY.



WE ARE SPECIALISTS IN NECKWEAR, BELTS, VEILINGS, NETS, FRILLINGS, ETC.
SEE OUR TRAVELLERS, OR ORDER DIRECT FROM THIS ADVERTISEMENT.

SANDERSON'S, Limited, 66 Wellington St. West, TORONTO

Laces are Popular.

Irish lace appears in every conceivable form on the new dresses, blouses and lingerie, as well as on dress accessories.

Dutch collars of Irish crochet were retailing rapidly at $1 apiece.

Point de Venise and the other flat laces are prominent in bandings and dress accessories.

Guipure was used on a very sheer linen-lawn collar, the insertion and edging being sparingly used and quite narrow. This was a favorite for high-class trade.

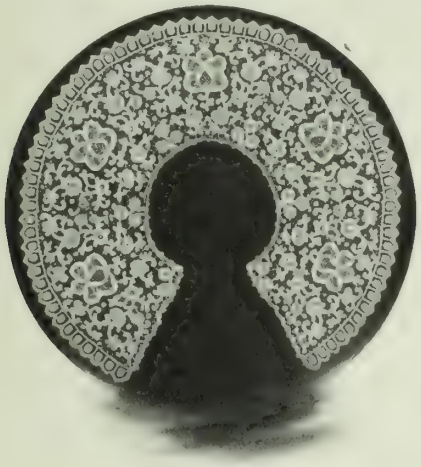
Sets of wide and narrow bandings, usually of embroidery or embroidery and lace combinations, are featured on the Spring lingerie dresses.

Crochet and netting are coming into their own. Pretty bags for party use were of the former, while the latter was seen on filmy scarves.

⊙

Motifs of Irish Crochet.

One of the features of the season is the crocheted motif for trimming blouses, dresses and underwear. This may be hand done in imitation of the Irish crochet, many reproductions now being made by women at home, or it may be a handsome machine lace. These cannot be well distinguished from the original. The making-up trade is



Lace Dutch Collar in fine Venise Effect—Shown by Ladies' Wear, Limited, Toronto.

using a quality of them, and they appear on many of the newest and most exclusive waists.

Peasant blouses, having the collarless neck effect, frequently show motifs of this sort worked in around throat or cuffs in combination with a guipure or Valenciennes edging.

All separate motifs of lace and embroidery in medallion form, by the yard or by the piece, should be well taken as fashions now indicate.

⊙

Dress Trimmings.

Wide braids are showing now for Spring trade, some of them being all of a foot in width. These were uniformly black, a few being in magpie effect. The narrow skirt is finished with this braid at the foot, in tailored models. Dressier afternoon gowns are seen with tunics or a much-modified hobble effect, the band being raised higher. Others have it round the bottom, with the skirt slightly draped into it. The latter style comes in the extremely long skirt.

Coral beads are much featured just now in all-jewelled trimmings. They are also used in style similar to the popular white porcelain for bands and bodice motifs. Taken in a variety of sizes and simply massed together, they form a handsome shaped ornament on a hat or dress. These beads are pinkish, not natural in color, and uniformly shaped. The natural coral beads will also be popular.

Next to coral, turquoise is much heard of, especially from New York.

Cordella is the new, narrow braid used in darned-in patterns on wide bandings. Hand-made varieties being expensive, there are now good imitations on the market.

⊙

Veilings and Scarfs.

The best face veilings at present are the medium meshes and chenille dots. The latter are coming in as the only striking novelty of the new season.

A number of calls for magpie effects have been met during the last fortnight. It is expected that these will have a better run than usual with the Canadian trade.

On the whole, black is the leading color. Handsome new ranges show a good myrtle and dark brown.

Spider-web meshes are still the strong feature in many quarters, especially in the modified effects. Lace veils are largely taken by the millinery trade, each veil being separate and self-finished patterns are mostly at the edge and not quite so conspicuous as recently. There is an excellent future for these veils this season. Owing to the absence of other fancies, and the new loose way of wearing the veil.

A record season in motor veils is confidently expected by the trade.



Novelty Apron — Manufactured by Flett-Lowndes & Co., Ltd., Toronto

FANCY GOODS NOTIONS and TOYS

Holidays Goods for 1911

An Outline of Leading Ideas in Importations Popular Prices Featured.

WHILE for many years it has been possible to see in import displays, fine exhibitions of presentation goods for holiday trade, so much of it could only be described as "extravagant" that assortments failed to interest the trade in Canada, except for a limited number of the lines exhibited.

Those tempted to indulge beyond their trade's demand suffered the penalty of carrying over more stock than the profit on what had been sold and joined in consequence the ranks of the "once bitten, twice shy."

The March showing of import fancy goods this year have exceedingly attractive features. Not only is there an abundance of new lines, but there is a host of real novelties, in the popular priced goods.

The "average" dealer, therefore, can afford to give more heed to the claims of those inviting inspection than in past years.

Even in 25 cent and 50 cent articles the number of novelties is quite surprising and gratifying, while at 75c, $1 and $2, the number of salable lines is largely increased.

Dressing-cases in New Styles.

The ever popular dressing-case is shown in a fine variety of useful and natty executions. An attractive and presentable article may be had to retail for one dollar and a half. Fine real ebony brushes in fittings are the feature of these, from $2.25 each up. New military cases and attaches have neat covering and excellent locks These appeared last year for the first time. They will be more popular than ever this season.

Ebony-fitted, leather dressing cases are an ever-popular line demanded by these who want something worth while. A very nice leatherette brush and comb case, fitted with genuine ebony brush, 8-inch comb, sterling silver mounted, for $1.40, has not not before been offered

A full ebony set with ring handled mirror, brush and comb, in a superb, two-clasp padded top case, as a possible $5 line at retail, is a fine offering.

Parisian Ivory Fittings and Toilet Pieces.

The newest toilet requisites are shown in "Ivory grainer" celluloid, made in a finely executed heavy body, with all the perfection of a polished ivory finish, in brushes, combs, soap and cuff boxes, manicure pieces and polishers. It is a line which should meet with big trade in the better stores

Music and Glove Cases.

Music cases in great variety are to be had. One of the best values offered is a black, real leather-covered case, to sell for a dollar Most attractive coverings in good wearing, imitation leathers are offered. A fine, double-opening, real leather case retails for $2.25, about what previous season's wholesale price was

The Metal Goods Novelties.

Things in brass, copper, oxidized and "Alt-eisen" effects are this year a revelation of novelties in trays, fern pots, jardinieres, dinner gongs, ash-holders, stamp carriers, blotters, inks, and candlesticks, for twenty-five, fifty cents, and a dollar retail, and up to five dollars, there are a legion.

A pretty presentation clock, quite reliable and handsome for display purposes in any fancy goods department, is available to retail at 75 cents up.

Italian Bronzes and Marbles Reproduced.

One series of "art reproductions" in bric-a-brac is of considerable interest. Exact counterparts in appearance of fine Italian marble and bronze works are done in exquisite china, at prices calculated to appeal to the popular trade.

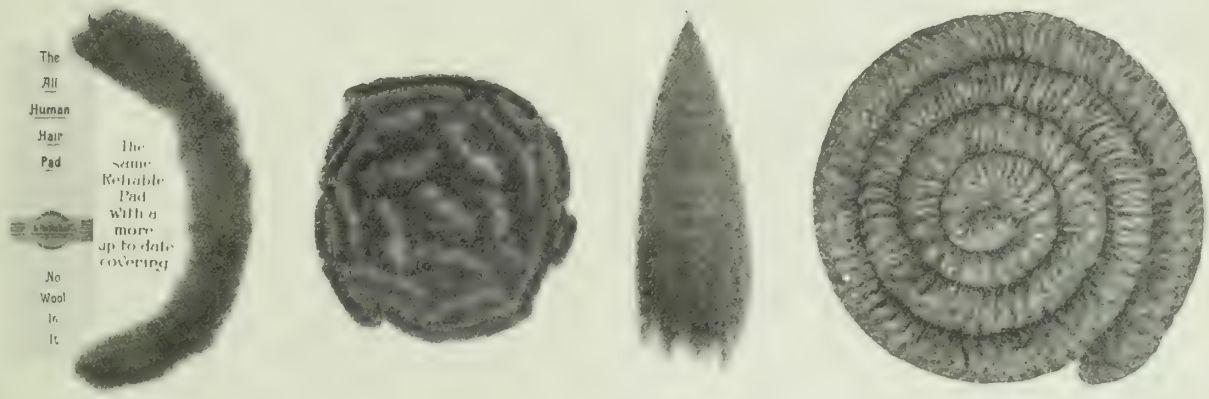
Changes in Coiffure Styles

No Sign of Disappearance of the Massive Style of Hair-Dressing—New Combs, Barrettes and Ornaments.

Considerable anxiety has recently been felt as to the continuance of the style of coiffure which calls for pads, curls and puffs. From Paris came the news that this style was passing away, and very simple, almost tight coiffures would take its place. To prove this, several actresses' names have been cited from time to time. Polaire is chief among these. Lina Cavalieri and Deo de Merode are added. This proves absolutely nothing. Polaire is an eccentric, and dresses to heighten the impression. The other two are among the most famous middle-aged beauties in the world and have always dressed their hair in the same way because both happen to possess classic features. This is not to be taken as an indication of the fashion

To tell the truth, the present fluffy style was devised to obviate and conceal the irregularity of feature of the modern woman. The charming faces exploited by Harrison Fisher and others of his ilk would be somewhat unsatisfactory with flat coiffures. They are pretty, but absolutely out of drawing from the classic view point, and the full coiffure is needed to balance this. This simple fact explains its hold on the general public and guarantees its continuance. There need be no fear of the average woman dispensing with extra hair

As a matter of fact, there is a change. The present coiffure tends either to be low, with Psyche knot at the back and padded side rolls, or else to be parted in front and piled on top of the head in a soft shower of curls. In either case, a bandeau is added for evening wear. The former style demands the plain, the latter the elaborate



For Pompadour Human Hair Pads; for Wavy Hair Pads by the yard; for Human Hair Switches; for Chignons, and all such hair goods as are shown above, inquire of us. It will pay you to do so, as we know the business thoroughly, and have what is especially important in this line—the reputation for being the Right House to buy such goods from. We should be pleased to submit samples for comparison with any domestic or imported European or American goods.

We have been the means of helping others to build up a successful Hair Goods Department. We can do the same for you. It's profitable. Why not write us?

You Sell Hair Nets

Are you getting Satisfaction?

If not, there's a reason for it. We can sell you the right kind of Net at the right price. We have them from $4.00 to $18.00 gross.

J. PALMER & SON, Limited

5 and 7 DeBresoles Street, Montreal, P.Q.

Specialists in Everything Pertaining to the Toilet

NAIAD



—UNSEEN—NAIAD PROTECTS—

A GREAT LEADER

Success in retailing is in handling a specialty that will stand a good push—that possesses good talking points.

YOU HAVE IT IN

THE NAIAD DRESS SHIELD

The Naiad possesses important exclusive features:

—**Can be sterilized in boiling water.**
—**Is beautiful as well as sanitary.**
—**Is a good serviceable shield.**

The only Shield that is as good the day it is bought as the day it is made.

Best Value to the Consumer.

A Highly Satisfactory Profit to the Merchant.

Every pair is guaranteed. All sizes and styles. Sample book showing styles and prices on request.

Wrinch, McLaren & Co.

Sole Canadian Manufacturers of the Naiad Shield

77 Wellington St. W., Toronto, Can.

NAIAD

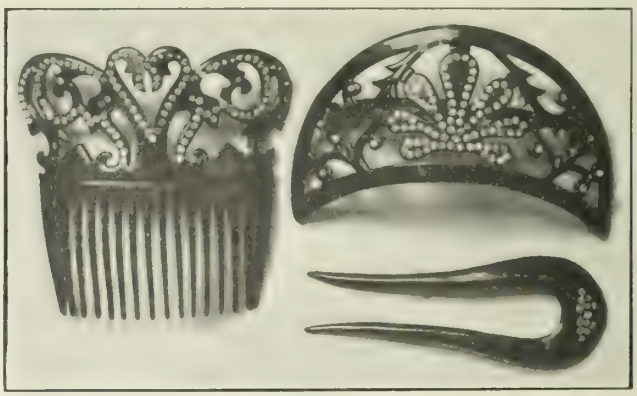
bandeau. A few mediaeval styles persist in lingering. Paul Poiret's models are so dressed, and the coiffure must correspond. It is nearly always of the "swathed" effect, got by flat bands of the real or extra hair drawn about the head and held in place by the aid of a bandeau, or simply with invisible combs or pins. A prominent New York society woman wore such a coiffure with a mediaeval dress at a character ball. The head was richly decorated with twisted necklace and jewelled pins. Another favorite finish, usually combined with low-hanging curls, is the Juliet cap, of lattice-work in metallic thread or lace and jewelled.

All these indications point to a continuance of the fine market conditions in curls, puffs and pads.

An excellent new pad is the divided style with wire to pass across back of head, the coiffure being a full roll on either side, from front part, and knot low down at the back.

Barrettes and Combs.

The continuance of the full coiffure is well shown by the handsome, deep-toothed combs now showing. These



Jig-sawed Comb and Barrette and Rhinestone Pin. Shown by Smith-D'Entremont Co. Toronto.

have fancy jig-sawed mounts with jewelled or metallic trim. Many of them are very high and they will be worn at the back, with loose curls falling to either side.

At the present moment, however, the selling line is the Strand or buckle barrette, especially good when practically designed to hold the back hair well in place.

Fancy Bandeaux.

Very pretty indeed are the new hair ornaments. Bandeaux show many jewelled, heavy effects directly copied from the designs of the Orient. Some are metal embroidered with jewel embellishments, colors being Persian, and the antique silver and old greenish gold shades. Sequins are also used, the design frequently being in coronet effect at the front, with plain satin or silk band at sides and back.

Flexibility is a feature of these bandeaux, even the precious jewels no longer being put on in stiff coronets or tiaras. Flexible filigree bands are a high novelty in the French market.

Made flowers, particularly button roses in dainty, small wreath effects have been much featured for the young girl's coiffure.

Coral heads and touches of jewelry are much featured in New York head-gear.

Mr Cottage, manager of the dry goods department, Regina Trading Co., and A. Little, manager of ladies' ready-to-wear, for the same house, are now in the East on a buying trip to Toronto and Montreal

The Demand for Jewelry

Bolero Pin a Feature of Coming Season—Medallions and Pendants Specially Good.

Bolero pins are now being taken somewhat tentatively by buyers. They are the new, long, narrow pins for use with the flat bow of velvet or satin that is worn with the Dutch collar. In the absence of any other specially striking fashion, they should be a welcome novelty among the staple lines.

Very pretty effects are seen in metalized Persian tintings on chased pins. Filigree and open-work, with the ever-popular amethyst setting, were pretty in the gold and silver numbers. These pins should only have to be seen to be taken up, as they are handy, and come in most exquisite workmanship to retail at fifty cents.

Demand was felt for these, as a high novelty, and in genuine metals, as far back as six weeks ago.

Good business should be done in pendants and medallions during the coming season, as they have been universally well taken, and continue in everyday demand. All sorts of new features are showing, including imitations of the best of the new Parisian jewelry—filigree, coral, rhinestone, etc.

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Coronation Souvenirs.

Mention must not be omitted of the pretty coronation souvenirs now on the market. These include belt pins, pendants, buckles, brooches, etc. They are already selling wherever shown, and fine business will be done in this line. Retailers who get into this market in good season will have the widest choice, as the attractive lines will probably be snapped up early.

Parisian Dolls for Next Season.

Never before has the ingenuity of the toy-maker been so put to the proof as in the dolls showing for the coming year.

These toys are positive little statues, works of art of no mean order. Speaking of the varieties seen during the holidays and at the first of the year in Paris one traveler says: "Every conceivable age, nationality and costume is reproduced. You see the French child in company of her "bonne," purchasing a doll dressed as elaborately and as fashionably as herself, or perhaps, the exact counterpart of an elder sister or of the mother. These little marvels have grown-up faces, dresses draped in imitation of the French couturier's latest creation, and heads coiffured a la mode.

"There is the dowager doll of stately, portly proportions, grey-haired, with slightly wrinkled face. There is the little maid of seventeen or the "cry-baby" doll of justly wide fame.

"We may expect to see many of these models on this side of the Atlantic as the season opens. Nor will they be expensive as might be supposed. And even if so, their sale would be assured as thoughtful parents are appreciating the great educative value of these realistic images of the costume and facial characteristics of all nations."

Most of the above varieties can be had in unbreakable styles, and with removable clothing.

Cole Bros., West Lorne, Ont., have purchased the interest of J. T. Benor in the firm of Benor, Scott & Co., Guelph. Mr. Benor is retiring from business. Cole Bros. will carry on their business in West Lorne until they can dispose of it.

THE PHŒNIX HAIR GOODS MFG. CO.
Of New York

TAKE pleasure to announce that they now have a direct representative in Canada — Mr. Thompson Christie—whom they introduce to the trade, with the confidence that their needs will conscientiously be taken care of.

CANADIAN OFFICE
108 ST. JAMES CHAMBERS
Toronto, Can.

NEW YORK OFFICE
50 WEST HOUSTON and
153-5-7 GREENE STS.

ANNOYED!



Oh, Dear! Another barrette with a broken hinge and hook to add to my collection. Will the day ever come when one can buy a barrette without a hook or hinge to break at the most crucial moment?

Barrette Troubles are Ended

PLEASED!



At Last! Found, a barrette without a hook or hinge to break! See how easy it works, too! I must tell tell of this wonderful Selfun-Locbarrett at our "Bridge" this afternoon.

Selfun-Locbarrett

PATENT PENDING

ELIMINATES EVERYBODY'S BARRETTE TROUBLES

"What Every Woman Knows"

is that a barrette with a cemented hook and hinge is an ANNOYANCE, and nine times out of ten is not to be relied upon.

"What Every Retailer Knows"

is that a woman bringing back a barrette with a broken hook or hinge, or both, and wanting to exchange or repair, is a NUISANCE.

"What Every Jobber Knows"

is that a retailer returning every few days a batch of broken barrettes for credit exchange or repair is a BUGBEAR.

"What Every Manufacturer Knows"

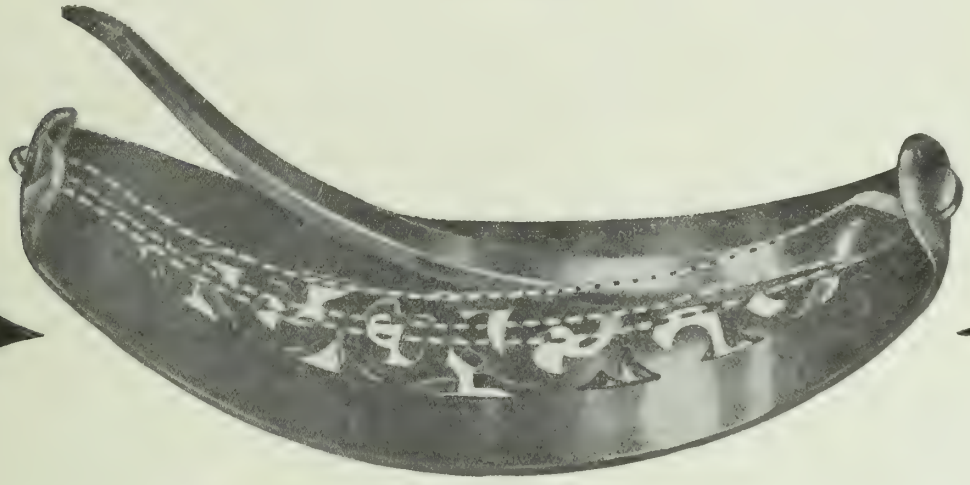
is that he has nearly worn out his brain matter trying to find a remedy to overcome his troubles, Jobbers' troubles, Retailers' troubles, and the Dear Ladies' troubles from broken hooks or hinges on barrettes.

Now we, Alfred Burke & Co.

"The House of Always Something New," have invented a barrette which will obliterate the whole barrette trouble and do away with the hook, hinge and cementing surface bugbear.

Selfun-Locbarrett

PATENT PENDING



Dotted line shows how tongue locks in

No Hook No Hinge No Cementing
Therefore No Breakage

SELFUN-LOCBARRETT FITS SNUGLY TO THE HEAD AND DOES NOT SLIDE IN THE HAIR.

SELFUN-LOCBARRETT COST NO MORE THAN THE ORDINARY PRICES, FROM 10c. UP.

PUT UP ATTRACTIVELY ON A 3-COLORED CARD. NEEDS NO DEMONSTRATION.

WORKS EASIER THAN THE ORDINARY.

HIGH CLASS FINISH FROM THE CHEAPEST LINE UP.

THE MERITS OF THE SELFUN-LOC GUARANTEES ITS SALE.

Sold Through Jobbers Only

Retailers write to your Jobber for Samples. If he does not handle, write to us for reference.

Jobbers, write and ask for our attractive proposition on Selfun-Locbarrett. Attractive Show Cards, Circulars, Cuts, Demonstrating Samples, with your name thereon, furnished *free*.

Every Selfun-Locbarrett put up with a Guarantee Against Breakage.

Samples cheerfully sent to all reputable Jobbers on request.

ALFRED BURKE & CO.

THE HOUSE OF ALWAYS SOMETHING NEW

Manufacturers of Hair Ornaments

HARROWER & JOHNSTON, 301 St. James Street, MONTREAL
FREDERICK O. FEILMAN, 7 Syndicate Block Portage Ave., WINNIPEG, MAN.
NEW YORK OFFICE, 438 Broadway, LATZ BROS., Rep.

Leominster, Mass.

Booming the Fancy Goods Department by Demonstrations

A Study of Actual Conditions — How to Get Demonstrators — What to Demonstrate and How to Do It — Opportunities for the Sales Person in the Average Store — Instances of Success.

No one will dispute the fact that the drawing of a crowd, by legitimate means is highly desirable in any store, and ultimately spells increased sales. All advertising and window display is devised to this end. It simply becomes a question of how best to attract and how to keep the people there when they come.

The Question of Expense.

Be his policy ever so aggressive, it cannot be denied that, at the outset, the merchant of average means is face to face with a big difficulty. Large firms are repeatedly offered a demonstrator to display goods which some proprietary concern wishes to sell to the store. This costs the store nothing, as the demonstrator is simply the bonus offered by the proprietors of the novelty, usually a patent, to get their article introduced.

If the great store can sell it many future orders will be swung by the traveling salesman, orders whose size fully warrants the first expenditure of the salary of the demonstrator. These glib and clever persons command a considerable sum per week, and large concerns, especially on the other side of the line, constantly keep a staff of them. They travel from place to place, introducing the new article to the public wherever a retail firm large enough to be good for future big orders may be found.

If the retailer of a town of medium size cannot secure one of these demonstrators, what can he do to supply his place? The problem is simpler than would at first appear. In smaller places, clerks frequently remain with one store for many years. Now, some among these employes would show talent which might be turned to account by the employer, to the benefit of both. In other words, the material from which demonstrators are made lies to the employer's hand if he knows how to use it.

Training Employes as Demonstrators.

Every year a clever woman in New York city sends a certain number of girls out to go up and down town in all the business offices with different propositions. Green applicants come to her at her hotel. She sizes up their appearance, suggests alterations and possible improvements of any nature that may occur to her—always tactfully, and simply with respect to the purpose in hand. She then coaches her girls in methods of approach, in ways of securing names of those to be interviewed, in the little details of getting a word from one patron with which to go on to another, of entering into a free and pleasant conversation while avoiding reference to race, religion or politics, and so on. These girls are drawn from all classes, and yet they are remarkable for their success.

Precisely the same principles which apply to salesmansnip "on the road" are true of salesmanship in the store. A bright, energetic girl with quick intuitions and an easy command of popularity, owing either to wit, good-looks or charm, would be the one to train as a demonstrator. An increase in her salary would prove quite sufficient inducement. It is "up to" her employer to see that she has the neat and quiet appearance essential to the position. Frequently such employes are dressed for the occasion by the store. It must be remembered that the above is cited as applying to the clerk in a town of medium size where people known each other

Information is Essential.

Having secured the right sort of person, the next thing is to teach her how to talk. Many people commonly suppose that this is a gift not to be acquired at will. They are wrong. The best saleswoman out of a group of clever American girls was one who, on personal acquaintance, proved taciturn. The reason why she was never at a loss for a word when demonstrating was because she studied hard, and she knew absolutely all that could be said for the article she was showing. Her short, concise, but courteous sentences, she had practically by heart. Every day, she said, she discovered ways of improving them. When she had said all that could be said for her article, answered all possible objections, which she worked up beforehand as a matter of course, and added anything that the individual case might demand, she usually "landed" her customer. If she did not, she went on at once to another. Above all, she was never either discouraged or elated. She made a rule not to touch things for which she could feel no genuine enthusiasm. She was absolute mistress of every aspect of the thing she was trying to sell before she went about to sell it. As a result, she convinced others of its usefulness, and she never lacked talking points.

A Well-Known Salesman's View.

"Enthusiasm is more than half the battle," said the traveler of a certain old established firm. "I could not succeed as I do with the toilet accessories I carry if I were not myself sure that they are good. I use them, I believe in them, and I sell them." This salesman warmly encouraged the idea of showing special lines in the fancy goods department, particularly those lines, allied to toilet goods.

Nothing is found to be so productive of sales or so attractive to the general public as the demonstrating of a really good novelty. People come to see and stay to buy.

Some Practical Instances.

Art needlework was given a little parlor upstairs in the recent Christmas preparations of a dry goods store. Beautiful imported models were lavishly thrown about. Chairs were provided and tables loaded with fine fancy articles. Every day an expert embroiderer sat at frame reproducing the imported articles. As a result many ladies bought materials under her advice.

A glove cleaner was demonstrated to advantage downstairs, creating lively times in the glove department. Many tins were sold.

A bow-maker created a sensation in the ribbon department, producing the daintiest confections before the eyes of the pleased customer. Many a country clerk could do as well with a little practice in a city wholesale. A mender of broken articles made the "Notions" hum for days. Even better, his glue was good and and would really stick things together and keep them stuck.

New hair goods are absolutely wasted without a demonstration on the lay figure. A clever girl could do this to the greatest advantage. Why not give her a booth in the millinery department, and let the ladies go in one at a time? If the demonstrator were a stranger, possibly it would be so much the better in such a case.

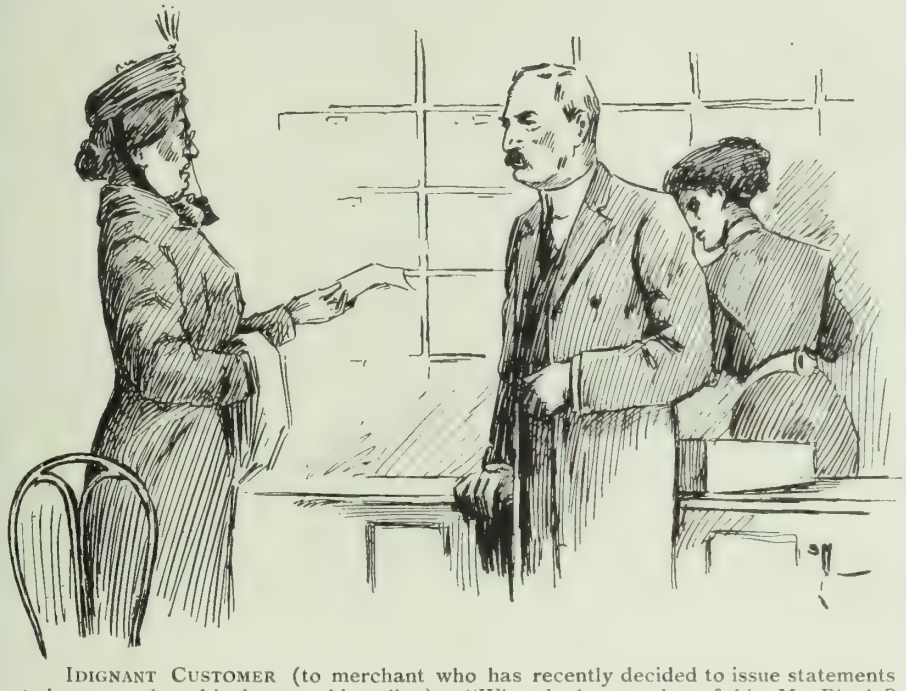
Who will be the first to demonstrate the making of the new aviation caps now seen on the street, the slides, the rink, everywhere? Whoever does should have a record trade in wools and chenille, by the skein, for the cap can be crocheted in a couple of hours and it is the novelty of the season.

Would You Adhere to Policy ?

Or Would You Make This Case An Exception ?

In these days, when the demands of progressive merchandising place the man with ready cash in a position of distinct advantage, it is a wise plan to adopt a well-understood policy in the matter of collections.

If the cash system is not immediately feasible, the merchant may pursue a course which is not subject to an elastic interpretation.



IDIGNANT CUSTOMER (to merchant who has recently decided to issue statements twice a month and insist upon his policy).—"What is the meaning of this, Mr. Blank ? Here I have received dunners from you twice in as many months. Haven't we always paid either at the end of six months, or at least once a year ? Why do you include us in this latest pay-up plan of yours ?

No good policy was ever adopted without a certain amount of difficulty. The cartoon presents one.

The customer, probably on account of long-standing connection with the store, considers herself entitled to better treatment

The question which *The Review* would like merchants to answer is: What would you say ; what would you do under these circumstances ?

For the three best answers, the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

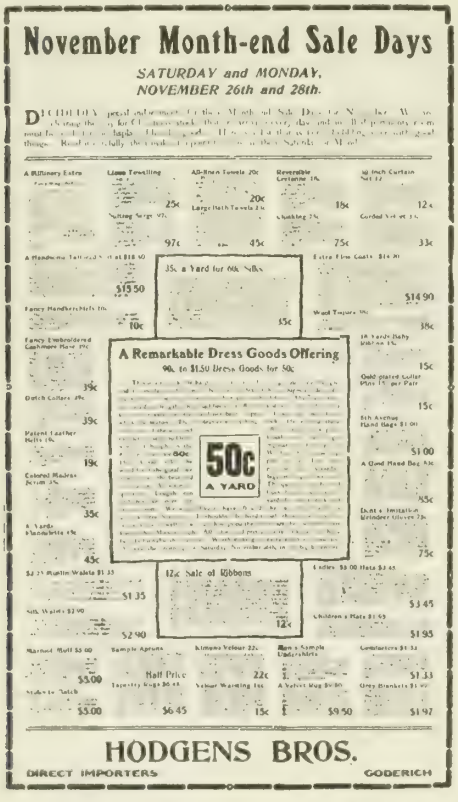
This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

Advertising Which Gave Emphasis to Special Occasions

Ads. Which Started Out the New Year with Proper Swing — Unique Display by Trudell & Tobey, Hamilton —Suggestions Calculated to Improve Specimens

THE advertisement of Hodgens Bros., Goderich, in The Signal, exploiting a November month-end sale is good advertising. Coming as it does during the last Saturday and Monday of November sufficient excuse is given for the editorial and sale. "Planning the way for Christmas business." Hodgens Bros. have made good use of the space at their disposal and every advantage is taken both as to arrangement, display type, descriptive and opportunity in stating



A well-arranged practical common-sense advertisement, with values strongly emphasized.

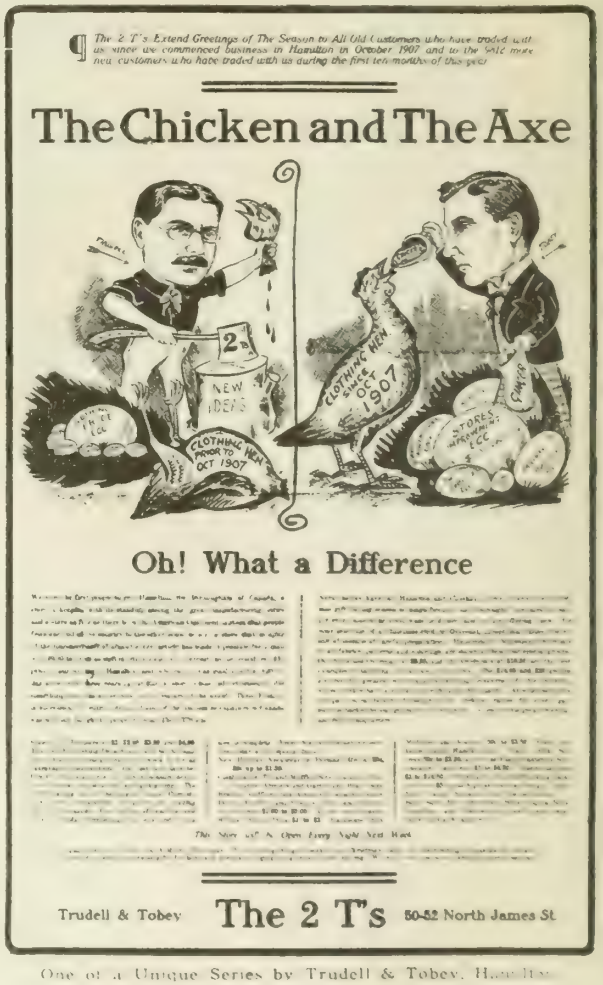
values to retain the confidence of the customers. Values are sufficiently persuasive and every effort has been made to carry the different departments according to the demand at the season of the year.

Arrangement is good, and the division of space in regard to importance of departments is evidenced throughout, dress goods, ribbons and silks, occupying positions consistent with the force of the value and with the importance of the offerings. Each particular offering is given proper display and the discriptive matter is snappy and enthusiastic enough to create a desire on the part of the customer to see the goods at least. The items chosen cover a sufficiently wide range to create interest in every department. The advertisement denotes foresight on the part of the sales clerks in the method of arranging the methods of selling, sale goods being sold in the basement to avoid confusion in the department and lengths being cut in anticipation of the uses and requirement of the customers. Hodgens Bros. show in this advertisement that they understand fully that in featuring a sale, values must be given and that these values are denoted by the season of the year and the pressure of other business or lines.

Another dominant fact is that attention is given the fundemental idea of values in the mind of the customers. Lines advertised feature drawing lines apt to sell better goods.

* * *

The full-page advt. of Trudell & Tobey, men's furnishers, Hamilton, is from a very unique series adopted to overcome disadvantages of location. This firm began business in Hamilton in 1907, and since then their advts. have discussed almost every subject under the sun, but never without a neat turn by which the importance of the Two T's was emphasized. So well were these advts. prepared, so interesting the reading matter, that they had the effect of increasing the circulation of the papers in which they appeared These advts often expressed



One of a Unique Series by Trudell & Tobey, Hamilton

opinions somewhat aside from the latitude of the regular editorial matter which appeared in the papers. They dealt with municipal questions in a "different" way, stood out boldly for rights that are often disregarded in the moulding of public opinion, suggested civic improvements in a way that attracted much notice by reason of their common sense view, and as a result they brought much business to the store. The advt. shown here is somewhat of a summing up.

Superb Finish

is a distinguishing characteristic of Peerless Underwear. Every detail of every garment is subjected to the closest inspection to insure that no Peerless garment reaches the trade unless it reflects the high standard of quality we have always maintained for

Peerless REGISTERED

UNDERWEAR

Fall samples in all sizes and weights, for men, women and children, are now being shown by these Peerless representatives:

Ontario: C. & A. G. Clarke, Empire Building, Wellington St. W., Toronto
British Columbia: Geo. A. Campbell & Co., Mercantile Blk., Vancouver, B.C.
Quebec: Ernest Hamel . . . . . 115 St. Joseph St., Quebec, Que.
Maritime Provinces: G. A. Woodill, 20 and 21 Roy Building, Halifax, N.S.
Manitoba and the North-West: Western Fabric Co., 63 Albert St., Winnipeg

Peerless Underwear Co.
Hamilton, Canada

The cartoon depicts the death of the "old clothing hen" whose largest egg was "clothing price," and the arrival of a new clothing hen," symbolical of the arrival of the "Two T's" in Hamilton. This fowl is being fed with ginger and while its smallest egg is "price," it is strong in those eggs which give a store prominence, such as advertising, display, etc. It has therefore been a busy hen since 1907, producing those eggs which represent efficiency of store information and service.

Mr. Tobey does not hesitate to describe this as freak advertising, but he considers that it has paid well. One reason for this is that practical values have always been emphasized through unique illustration or reading matter.

* * *

The six column advt. by The John White Co. contains much good matter which with more careful arrangement could have been made to stand out more effectively



An advertisement containing good matter; but general appearance not sufficiently strong.

in the space to which it is applied. In the first place the incentive inspired by such an advt. might have been made the keener had both an opening and a closing date been given the annual sale. It is true that the different sections of the advt. have been distributed with due regard to their individuality, but the general appearance is not one of exceptional strength such as should feature a special sale advt. In the suggested arrangement some attempt has been made not only to conserve space for more distinctive display, but also to get away from the danger of sameness which, though not intended by the man who wrote the advt., is a common failing of people who put it in type. The use of horizontal dividing rules producing panel effect, might have brought about a decided improvement.

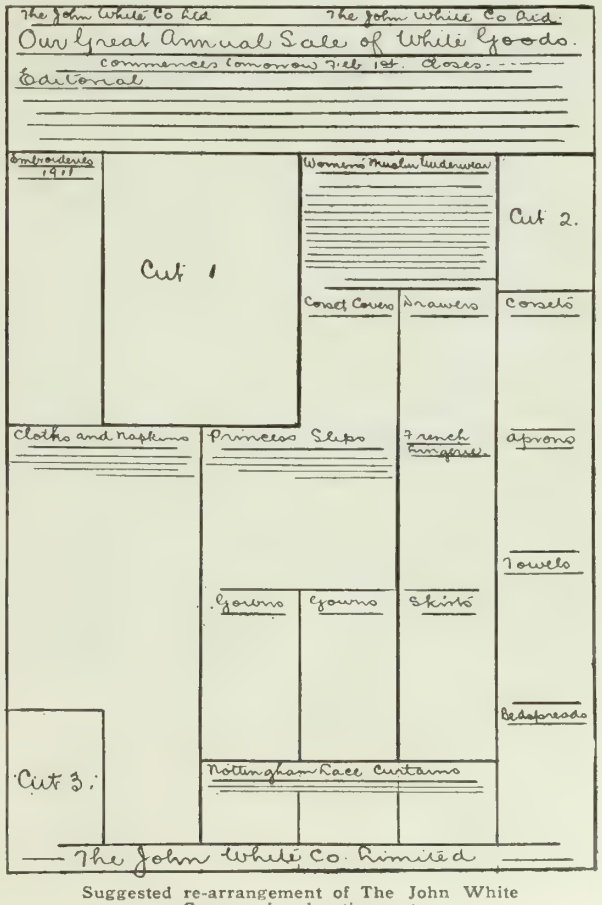
* * *

John Lockett & Son, Bridgetown, N.S., featured a column January Challenge Sale, to stimulate business in the first of the year. Sale opened Jan. 5th and closed Jan. 31st. Cash prices only were quoted. The effect of this advt. is impaired somewhat by the crowded appearance of the heading. The words "Your opportunity to save dollars" and the following lines referring to cash bargains could have been arranged to better ad-



The appearance of this advertisement has been impaired by the crowded heading.

vantage had they been given the full width of the four columns. The "Special" item and "Table Damask"



Suggested re-arrangement of The John White Company's advertisement.

items have the appearance of being squeezed in and this is somewhat the impression given by all of that part of the advt. above the two heavy outlined panels. Had the latter and the "Remnants" paragraph been shoved near the top and the four lists which run across the page, been dropped below a better effect might have been secured. The writer has worked out an improved arrangement from the panels down.

It is a question whether the ad. man has classified his department items as systematically as he should. "Challenge prices in bleached sheetings," might, with advantage, have been made to read, challenge prices in bedding, blankets, linens, sheetings and cottons, with particular type emphasis or panel display of any items for which he desired prominence.

There are many attractive values described in this advt. and it undoubtedly brought business; but on the question of arrangement, improvement is possible along the lines suggested.

* * *

Qua & Patterson, Collingwood, have done some aggressive work in the two page advts. with which they introduced their January sale. The two advts. shown here were evidently used as a circular and one criticism that seems applicable in that connection is that the very heavy display at the top of each page should not have been twice necessary. Taken separately the advts. appear to be well balanced though they rather suggest the poster idea than the newspaper advt. Under the heading January clearance sale, the panels might have been made more immediately attractive had the former prices and the clearance prices been brought into more direct contrast, instead of running the same price at top and bottom. The writer of the advt. is to be charged with a slight mixture of metaphor in his introduction. He describes the occasion as a "radiant garden spot," and goes on to talk about "clearing the decks." However this is nothing more than excusable license. Probably a more practical line, such as "An opportunity that radiates rare values," might have been an improvement on the garden spot idea. The size of the ready-to-wear stock offered suggests that Qua & Patterson, who specialize strongly in this department, made elaborate preparations to make of the sale all that they claimed for it. Under the heading "Smashing all records" the layout is more immediately attractive. Here the prices are brought into contrast, but one cannot help remarking that with so strenuous a heading some of the space allotted to general boost might have been saved for enumeration of more values.

Strong Points in Card Advertising.

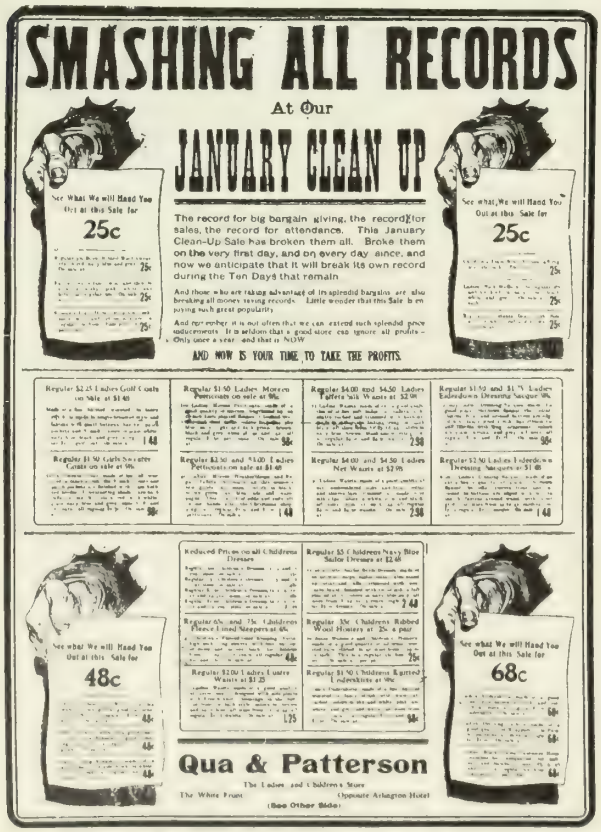
Announcements from the raincoat section that showings are ready; attention called to the merits of these garments for street wear, shopping tours, or auto use, are now in the windows. Umbrellas and parasols are also suggested, and combined reference made by the card-writer, is in season.

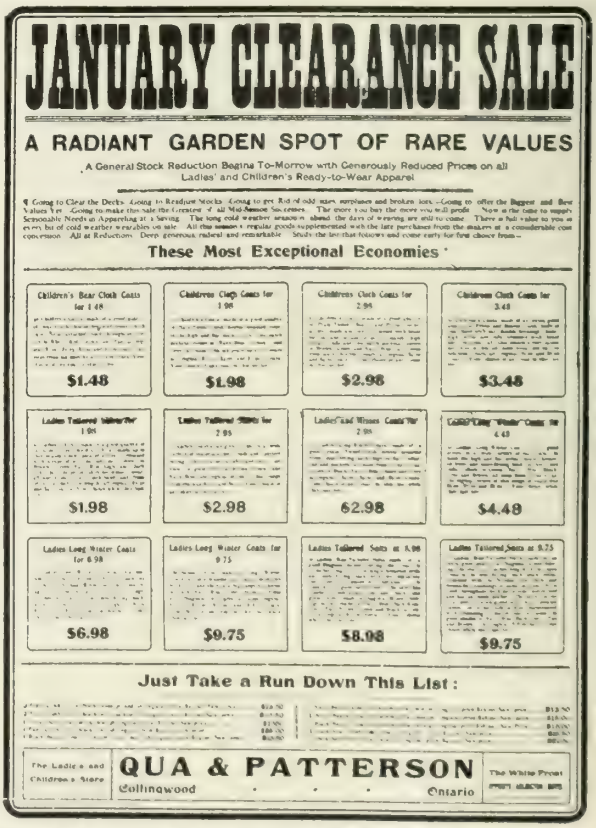
Interest and great beauty in the fabrics or dress goods display are good themes to work upon. Readiness for Spring business can also be announced.

Do not overlook the announcement that the dressmaker has returned, and the department reopened for the Spring season. Cards and references to early orders being placed should be evident.

This season emphasis upon profusion, shade and novelty is right merchandising. Enlarged department, too, is an opportunity for enthusing in card announcements referring to silks.

Readiness to complete garments in specified time, and soliciting enquiries about styles, fashions and materials to warrant the placing of an order in the dressmaking department cannot be overlooked.





These are strenuous-looking advertisements. Used on opposite sides of a circular there seems to be reason for economy in the use of very heavy type to convey the same idea. The advts. have a somewhat formal appearance.

First novelties in neckwear and enthusiasm about interesting assortments gathered from different manufacturers are preferred to value announcements in early cards.

Guarantee is the note in glove cards. Rather feature quality grades and interest at this season. Satisfaction and backing of quality for the makes of gloves offered are used to advantage.

Complete assortments of wash goods for complete Spring and Summer outfits and the importance and opportunity of buying to advantage now are good points for the card-man to use.

Advance styles, authentic showings, novelty and completeness of assortments in the ready-to-wear section provide numerous aids for Spring cards.

It is none too soon to suggest Spring housecleaning in the home-furnishing section cards. Preparation for the linoleum and annual announcements to come are anticipating work.

Inspiration for opening cards are evident everywhere. Spring, lithographs and posters, wall paper designs, matte borders and colonial or panel patterns, all suggest opportunity. Work done now saves rush and over-hurried results.

All cards should assist the advertising man, and tend to follow his lead. Use other suggestions than your own, and the initiative of others when directed in your work helps to broader ideas.

Cut, tailoring and simple lines in talk for suits, coats and skirts. Advance and welcome of spring showings are suggested for cards. Style is always to the point.

Freshness and prettiness are good contrasting words, and both are appealing to the customer. Use these words in conection with the dresses now showing.

Exclusiveness and distinction are always tempting when used on spring cards depicting novelties. Comfortable, Practical and Economical can be used in connection with the housedresses and wrappers. Occasion, too, is good comment. Street afternoon or evening wear and newness cannot be outdone in announcements and on Spring cards.

Enthusing Young Salesmen

Plan Adopted by B. W. Thomas, Hartford, Which Enlisted the Influence of the School Children with Good Results

How many merchants cultivate, to their advantage, the influence of young people in directing business to their establishments ?

Boys and girls are energetic workers and enthusiastic talkers and therefore good advertisers.

Merchants are adopting ideas that will enlist these workers to a greater extent each season. Sufficient inducement and incentive is given to the young folks, the children in the schools of the vicinity to exert their influence.

B. W. Thomas, of Hartford, seems to have hit on a novel scheme for arousing the interest of the young salesmen in his district. He called it a "Young Salesman" contest.

Confidence of the young people was gained by telling them plainly, that the store wanted more business and asking them to help in directing whatever they could.

Mr. Thomas personally visited the schools and told of the contest he was inaugurating and the prizes he was offering. He explained exactly the conditions of the contest, the incentive for them to use their influence on his behalf and the honor of being the best girl or boy hustler.

At the same time circulars were sent to the customers enumerating values and special offerings. Inducements were fairly liberal and the advertisement showed a judicious use of display cuts and display type. The editorial was addressed to the young people of six different school sections.

Four hundred cards $3\frac{1}{2}$ inches x $5\frac{1}{2}$ inches were issued to the young people. On one side of this card was printed a place for the name and address of the contestant. Serially, so that the amounts could be credited on the card, at the time of purchase, were printed value figures from 3c to $3.00. These figures included those even amounts likely to be required, such as 5c, 10c, 25c, 50c, 75c, $1. The figures were arranged around the edge of the card so that the purchasers' check amounts could be easily punched and credited. The aggregate amount on each card was $63.98.

On the reverse of this card was printed a list of twenty prizes, ten prizes for the girls and ten for the boys. The list of girls' prizes included a girl's watch. Indian suit, doll carriage, stereoscope, post card box, penknife, perfume, school bag, handkerchiefs and pencil box. The boys were offered similar articles. Prizes included in their list a boys' scout uniform and an air rifle. A space also was left on this side of the card for the customer's name and address.

Prizes were displayed in the show window and were valuable enough to excite the envy of any girl or boy, the watches being solid silver and handsomely engraved, while the rifle was a "King Jr." Tickets were placed on each of the articles relatively as 1st, 2nd, or 3rd girl's or boy's prize.

The scheme was simple enough. "Young Salesmen" wrote their names on the cards, asked their parents or friends or those, who were known to be prospective customers, to do as much as possible of their purchasing with B. W. Thomas.

The amounts of these purchases were credited to each salesman on their card, presented by themselves or the customer at the time of sale.

The prizes were awarded in respective merit to the girl or boy whose cards aggregated the highest sales during the period. A specified date announced the opening and close of the contest and all sales were to be made within that time.

It is needless to say a great amount of enthusiasm was manifested. The "Young Salesmen" worked like missionaries and good results were achieved

One source of satisfaction in this contest was the direct results from the advertising and for the outlay made. Each purchase could be traced directly in regard to the influence at work and credit given the young people for the valve of this influence.

Probably the contest could have been made a better advertising feature had the prizes been presented at the closing school exercises at the end of the term. Arrangements might have been made to secure a public hall and to combine the exercises of the different schools in a grand finale. These arrangements could possibly be made with the principal or head-master of the school or the Board of Education.

Many schools where the social element is in favor of making "school days" days to be remembered already hold these closing exercises. A concert is given and the parents and friends attend. This is the merchants' opportunity to present the prizes in connection with the certificates, scholarships and diplomas.

KNIT GOODS NEWS

Good Business in Fancies

Travelers Report that Merchants are Placing Liberally for their Fall Requirements—Sweater Coat Demand Vigorous.

FIRST reports from travelers, who have returned from their special trips with wool goods, sweater coats, clouds, toques, scarfs and novelties, indicate a good business so far. It is stated that two well-known mills have withdrawn their travelers from the road, such has been the volume of business placed.

Merchants have given their orders pretty freely, recognizing that they must do so in order to secure anything like proper delivery.

Deliveries have been asked for June 1st to 15th, for those fancy lines of ladies' sweater coats demanded by the customers for summer wear, outing, touring and traveling. Staple lines are placed for delivery August 15th to September 1st.

Aviation Caps and Motor Hoods.

Naturally travelers are enthusiastic, more especially about novelties, their orders showing that without exception so far aviation caps, motor hoods, smooth knit fold-over toques and the silk and wool mufflers or senorita scarfs are booked anticipating the demand bound to come for these goods next Fall season. This shows that merchants fully realize the importance of these lines in the Fall selling.

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In sweater coats, styles taken run from the staple length garments to the longer or 36-inch coats in the novelties. Especially marked is the demand for the novelties and the taking of better lines throughout.

In the novelties, fancy knit lines, coats featuring the small hip effects and co-ed styles appear. As the most popular sellers military collars are among the best sellers so far, but many merchants feature the novelty collars on the better lines which probably accounts for this apparent result.

The Preferred Colors.

In colors, plain white, cardinal, navy and grey are booked without question. Combinations show fair takings but the feeling rather is that so far merchants have only placed colors which they know will prove sellers. Orders show this to some extent, and any novelty arrangement will be quickly taken as soon as the merchant finds the exact trend. That the buyers are holding an opening for other than the staple lines is evident.

Demand for Scarfs.

Silk and wool and ice wool crochet motor scarfs, both for ladies and men, are in greater demand than ever. This is a natural result. Merchants did not fully realize



Interior View of the Jaeger Store, Toronto, showing Unique Methods of Effective Display.

THE REPUTATION OF

R. M. Ballantyne, Limited

STANDS BEHIND

"Beaver Brand"

Knitted Goods

Made from the best imported yarns by expert people.

WE MANUFACTURE---

Gloves, Mitts, Toques, Caps, Sashes, Sweater Coats, Sweaters and Jerseys, Hose and Half Hose

Our factory is equipped with the most modern and up-to-date machinery and is acknowledged to be a model of cleanliness

"Beaver Brand" Knitted Goods

are beyond comparison in

Fit, Finish, Durability

When you order "BEAVER BRAND" you are sure of Quality and Prompt Delivery

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO

An Unmistakable Guarantee!

There's nothing so pleasurable and profitable as handling a line of goods with a guarantee behind it!

"CEETEE"
Underwear

is positively **warranted not to shrink** and every dealer is authorized to exchange any garment that does not fully live up to this warranty.

"Ceetee" garments, moreover, are unrivalled in fit, finish, comfort in wear and durability and should have a foremost place in your underwear department.

Make a generous provision for "Ceetee" in your next buying.

THE C. TURNBULL COMPANY OF GALT,
LIMITED
GALT : : ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

the importance of these lines last season. Owing to their popularity, mufflers were sold out early in the holiday rush. Merchants are placing a sufficient quantity of these this season.

A designer on ready-to-wear garments makes the assertion that golf coats had become a department by themselves and that in no way did the sale of these garments affect the sale of suits and coats. This was on account of the shorter coats featured both for Spring and early Fall and the long straight lines of the garments now being prepared for next Winter's retailing by the ready-to-wear designers.

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Sweater Coat Department Justified.

It was argued that necessarily a lady required the extra garment in her wardrobe as a matter of demand for an outer wrap. The early use of the golf coat in most cases was to wear under the long or 50-inch coats of past seasons for warmth and comfort, and that style was not such an important feature. Now, however, with the shorter jackets for early Spring and anticipated for early Fall and the immense vogue for dresses combined with the style features and improvements in the sweater coats as offered for this season, the demand is simply as an extra wrap and in no way interferes with the selling of other ready-to-wear lines.

This is another justification of the forecasts of The Review and of the stand taken that the department of sweater coats has justified itself for this season and that the demand will be asserted and maintained for Fall.

First reports from the road men and the orders booked, as well as early sales in the department, also indicate this result.

Quantities of Hosiery Placed

All Staple Lines Being Booked and Earlier Delivery Asked — Prices in Some Cases Maintained by Quotations on Quantities.

Hosiery reports show quantities of plain cashmere and llamas placed already for Fall. Silk embroidery lines, too, are booked, showing that all-black embroidered lines are among the best sellers in fancies.

Results so far are very encouraging, travelers' orders show increased business so far compared with this season a year ago.

Better lines are being largely taken in anticipation of changes in qualities and values. The disposition also is to place these qualities in good quantities, rather than repeat so often during the season, in order to maintain the department values established at the beginning of the Fall season.

Some price quotations are only maintained in quantity, such as the cheaper grades of plain cashmeres and wool ribs in the usual $2.25 lines. Quotations are for 20 to 25 dozen lots only and no guarantee of repeats.

Merchants placing orders now have no real or apparent reason for doubting delivery.

It is noted, however, that many merchants are requiring delivery 1st August instead of 1st September. This, no doubt, is owing to Fall hosiery being featured earlier each year and advertised to meet the demand or overcome the tendency of people buying in the cities during exhibition period.

In some cases merchants have thought earlier demand of shipments would naturally guarantee and protect them in the matter of delivery.



All Wool
Hand and Machine Knitted

GOLF COATS

LATEST STYLES, COLOURS, FINISH.

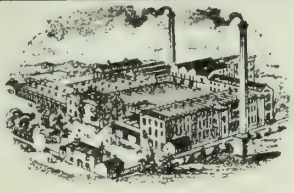
PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET
LONDON, E.C., - ENGLAND



ESTABLISHED 1752.

Vanguard Reg.d KNITTING WOOL MADE IN ENGLAND

The "MAPLE" Reg.d KNITTING WOOL MADE IN ENGLAND

BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agent

David M. Chorlton

30 Hospital St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENT has LARGE STOCKS ON HAND of these BRANDS

IN ALL SHADES.



The Advance Fall Lines

Style Trend Which Makes for Favor of Heavier Cloths — Some Positive Indications.

INTEREST is now centering in fabrics for the Fall and Winter of 1911-12. Prices of yarns and raw wool are firm, and therefore there is little or no change in fabric prices for the coming season.

Advance collections of dress fabrics are now being shown, but as yet there is little that forms a definite indication. The fact that tailored suits are selling much better than was expected a month ago is an encouraging feature. Due to this and due to the fact that short jackets and straight narrow skirts are likely to be worn through the coming Fall and Winter, buyers are favoring heavier cloths. The matter of price is advanced against this in the cheaper cloths, but it should be pointed out that it only takes 4½ yards of the heavier fabric to make a short coat, narrow skirted suit instead of the six yards light weight fabric now used. This evens up the price of the suit.

Serges are staple and to the present line heavy serges are to be added. Cheviot serges in an extended range of blues will sell and rough and semi-rough effects in wool and worsted dress fabrics promise to be favored.

The distinction between fabrics for suits and for dresses and costumes promises to be strongly marked and for dresses and costumes open weaves, soft sheer silk and wool materials, satin finished fabrics and materials of that nature will have to be stocked for the making of gowns for dressy wear.

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Opening of Big Silk Season.

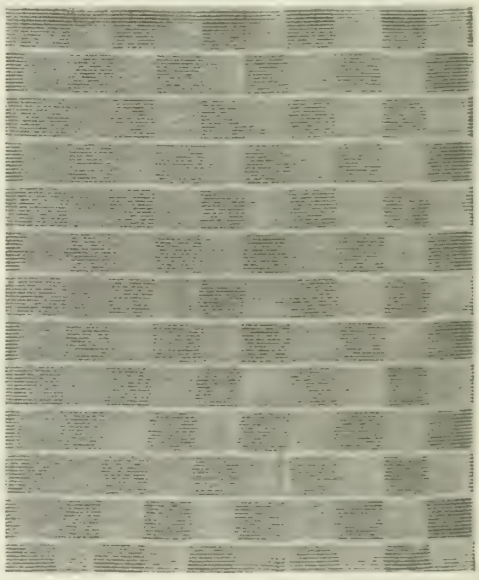
The activity in silk fabrics continues and the season is opening up with satins as strong sellers. Soft satins are wanted for foundation purposes, and they are selling for suits and costumes as well as for coats and evening wraps. Black is the big seller, but the blue shades headed by king's blue, navy and Nattier are in high favor. The city stores are opening up their Spring foulards and the novelty here seems to be the combination of blue and green. Very new, too, are the blurred tapestry designs printed in a medley of soft tones and colorings.

Tussah silks are doing well as they are wanted for coats and for tailor-made dresses and suits. Jap tub silks in pencil stripes and in hairline checks are being taken up by many buyers and there promises to be a big business done in these silks

Marquisettes, silk voiles, chiffon cloth and all transparent drapy fabrics of this nature are in great favor, for drapery and veiled effects are high style. High-class waist and costume houses are interested in these goods, and these fabrics will be wanted for the dressy Summer gown.

Borders High Novelty in Cotton Fabrics.

Orders are coming in freely both for staple and novelty cotton dress goods. The season is opening up in the retail stores, and the manufacturers of dresses and costumes are preparing for a big season. Marquisettes, plain, embroidered and printed voiles, crepes, nets and fabrics of a like texture are in heavy demand. There is a



Damier Silk — Shown by Ladies' Wear, Ltd., Toronto.

big call for black and white effects and much of the novelty trade promises to be done in bordered fabrics.

Borders are shown in batistes, cambrics, lawns and like fabrics. These as a rule are in small floral effects touched and emphasized with a background of black and with tiny scattered motifs above the border.

Medium and lightweight cotton fabrics in white with a permanent linen finish are being taken up. These will be used for outing skirts and for making of middy and sailor waists. It is expected that the coronation of a sailor king will bring these blouses strongly to the front for summer wear.

Prices of cotton goods still show an upward tendency. The market for raw cotton is still with raw cotton around 15c. Better priced fabrics are the best sellers, staple lines only being bought as needed.

Striped Effects Predominate.

Practically every fabric brought out for the season's selling is shown in striped effects, printed on or woven in. Serges and heavy suitings are striped, and so are satins, voiles and marquisettes, whether they are of silk, wool or cotton.

What New York is Featuring

Dresses Selling Well in Black and White and Other Combinations — Veiled Waists Popular

Staff Correspondence

Office of The Dry Goods Review,
115 Broadway,
New York, Feb 6.

FOR the early spring tailored suit, the better trade is showing rough tweeds and homespuns in black and white effects, and in Bannockburn tweeds and Scotch mixtures. Rough cheviot serges are also shown. Worsted suitings in a variety of metal greys, ranging from silver to dark steel greys, and black and white effects in stripes and checks, are among the leading fabrics.

As the selling season approaches, more is heard of tans, and it is expected that tan mixtures will sell well if only as a relief from the all-prevailing black and white and grey.

Serge is to be the heavy seller, and this fabric is being taken in a wide range of qualities and prices. Pencil stripes are decidely good, particularly in white grounds, with the stripe either in black or color. White serges are always popular for spring and summer wear and the promise is for an exceptionally good season in this fabric.

Prunellas and Ottomans.

Owing to the vogue of duchesse satins and wool-backed satins for tailored suits, such materials as prunellas and Ottomans are being taken by many dress goods buyers. Other staple fabrics selling are wool taffetas, silk and wool poplins and panamas. Buyers are also taking permo finishes in light-weight mohair and wool fabrics.

The use of transparent sheer fabrics is to be the dominant feature of the new season. For some time now, sheer transparent fabrics have been high style, and news from Paris emphasizes their use in that fashion centre. This presages an immense popular use of such fabrics as voiles, in silk and silk and worsted and in cotton, for silk and cotton marquisettes and for chiffons, mousselines, etamines and fabrics of a like nature. The veiling of high colors with black or dark navy will be a strong feature of the season now opening up.

The Vogue of Satins.

The use of transparent fabrics brings the question of a foundation fabric up to the front. Satin is high style for this purpose and enormous quantities of satin will sell. Soft finishes and new weights and combinations are being shown in this fabric, many of which are backed with worsted or cotton.

Handsome Satin Brocades.

Heavy black satins are to be high style for coats and wraps for street and evening wear through the coming Spring and Summer. Satins will also be freely used for trimming purposes. The newest fashion note is the use of handsome satin brocades.

Stripes predominate in all the new printed fabrics, even in foulards the best selling patterns are the striped effects. Many handsome bordered designs are on the market, the newest being made up of various widths in stripes, but Persian patterns are shown in neat variety. Metal prints are among the novelties.

YOU MUST GET

"LAMBA"

(*Registered*)

if you wish to be handling the

World's Best Fabric

for Shirts, Blouses, Pyjamas and all underwear. Its pleasing wooly softness, charming design, fast colors and perfect washing and wearing qualities, all combine to make it the admiration of countless thousands all over the world.

Equal to Ceylon Flannel at Flannelette Price

The genuine Lamba is stamped Lamba on the selvedge. No imitations can give you half the satisfaction in selling or your customer in wearing, therefore

GET A STOCK IN NOW

And be sure it is the genuine article

LAMBA will be advertised in the Canadian Press.

Stocked by
McIntyre & Son Co., Ltd., Montreal, Canada
J. & N. Philips, Manchester, England
I. & R. Morley, London, England

KING'S
Established 1775

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

YOU are selling an honestly made shirt, which you can recommend without hesitation if you are featuring the

DEACON SHIRT

Seams are double-stitched, buttons securely sewn and body cut large and roomy.

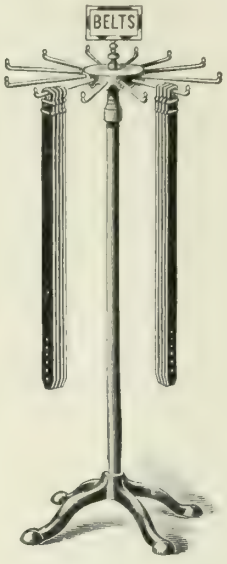
The materials used are of first quality and especially suited to stand hard wear.

A line for profit!

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

BELT STANDS

They Show and Sell the Goods.
We have several styles. This is only one.



No. 259J
REVOLVING STAND

Action steady and smooth. 4½ ft. high. Fitted with 12 prongs extending out 9 inches. Have well made turn-ups, so that belts cannot work off, but are easily removed.

Extra heavy, nicely finished, plain base. Card frame 5 x 7 inches.

Our new catalogue will tell you all about other display devices for your men's wear departments.

J. R. PALMENBERG'S SONS
Established 1852
710 Broadway, New York
Factory: 87, 89 and 91 West 3rd St., New York
30 Kingston Street / 110 Bedford Street / Boston
10 and 12 Hopkins Place Baltimore

Hose and Half Hose

The Retailer who is able to guarantee these lines to a customer is certain of satisfying him

"Beaver Brand" Hosiery

is featured by strength in

Toe and Heel

It is perfect fitting, following the curves of foot and leg, and assures a maximum of comfort

Your customers will like

"Beaver Brand" Hosiery

and your profits will increase by greater sales

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO

ART OF DISPLAY

and

Modern Store Equipment

FIRST guns of the Spring campaign have been fired and the merchandising started favorably for the new season.

During the first weeks of March the entire staff of establishment have returned to their respective places. Buyers, heads of departments, manager and all are clamoring for department representation in the windows and in the displays. Full of enthusiasm they are anxious to secure the first opportunity to show the new lines received since the visits to the wholesalers. Representation is also asked for in order to place the respective departments before the buying public, and each head considers his or her department most in need of the displays.

Not much sympathy is evidenced for the window trimmer and his personality is bound to be lost in the amount of work that is expected. Neither is it necessary for him to wait until Monday morning of each week to decide which department shall have representation and how much space can be allotted to each section. The easier way is to give every important part of the store a specialized showing.

Give All a Chance.

Easter coming comparatively late this season, it is suggested that each section, dress goods, ready-to-wear and home furnishings departments, be given the entire front for one week, and that displays for the particular week be made entirely from the individual department. There is plenty of time this year, and the millinery department will be given its showing at the formal opening, likely on the fourth week of the month of March.

This arrangement will doubtless please the heads of these departments, and is bound to please the employer.

Plenty of time is given for each department to plan which lines are to be displayed to advantage. An opportunity is also given to display with possibly more distinction the new goods, with relative consideration to the incoming season's most important requirements.

The campaign is furthered by bringing these departments forcibly before the buying public, not as was done in February, as a whole store, but with the individual importance of their part of the establishment. Show the position each section has in combining to create the entire merchandising institution.

The same result is gained in larger stores by combining the displays and advertising scheme in regard to the floors in the establishment, each floor being given publicity in rotation, such as basement, main floor, 2nd floor, etc.

The Windows for March.

Window dressers should aim during March to manifest to the buying public the superior merchandising, and buying facilities enjoyed by the firm, and to do so in such a way that the importance of each individual department will be emphasized.

The Fabric Display.

Dress goods and silk section showings come first in order to start the season's work in the dressmaking department with the proper swing. Selections of which line to show will possibly be made, as to novelty of weave or color. Value perhaps at 50c, 75c or $1.00 will decide the head of the department. Another idea is to show the new fabrics with regard to their adaptability for separate skirts, suits or street costumes, house, afternoon or evening gowns. One window is devoted to each respective showing, as the case may be.

Make the display simply a choice of color or material —an array of materials, trimmings, accessories and suggestions appealing alike to the taste, preference and discrimination of the prospective customer.

Confidence and forethought must be expressed in each individual drape, in the matter of combining trimmings and suggesting any of the season's leads of fashion.

First showings of the dress goods for Spring, 1911, must be far superior to the first showing of other seasons and must display intelligently the store's interpretation of the new and popular shades, the fashionable materials and weaves.

Expression must be given by the decorator as to which fabrics are in the majority in the Spring showing, and a fair representation shown of the array in the dress goods and silk sections.

Suggestions for Dress Goods Display.

In merchandising this season's dress goods it might be found advisable to make the showings in the following way. It is suggested that special prominence be given to a black and white window early in the season, and navy and white also showing pencil stripe, serges, panamas and novelties. A window of worsted suitings exploiting exclusive and novelty lengths will prove a business-bringing move, especially for the dressmaking department and early trade.

Tweeds, Scotch and Bannockburn effects must be given representation. Combined silks and embroidered or fancy voiles shown in a larger window will also be timely and will concentrate the business merited by this important section this season.

A window of the best quality of leader serge or panama at 75c or $1, combining shades or fancy line purchased for the counter trade to sell at 50c, can also be

shown if thought advisable. Another important feature should be first displays of foulard and printed silks.

In dressing these respective windows the window trimmer has the dress goods, trimming and accessories section at his command. Drapes must indicate to the looker just how the material would appear, suggestive of the completed garment and also illustrate how to combine the trimmings, whether the garment be a suit, dress or evening gown.

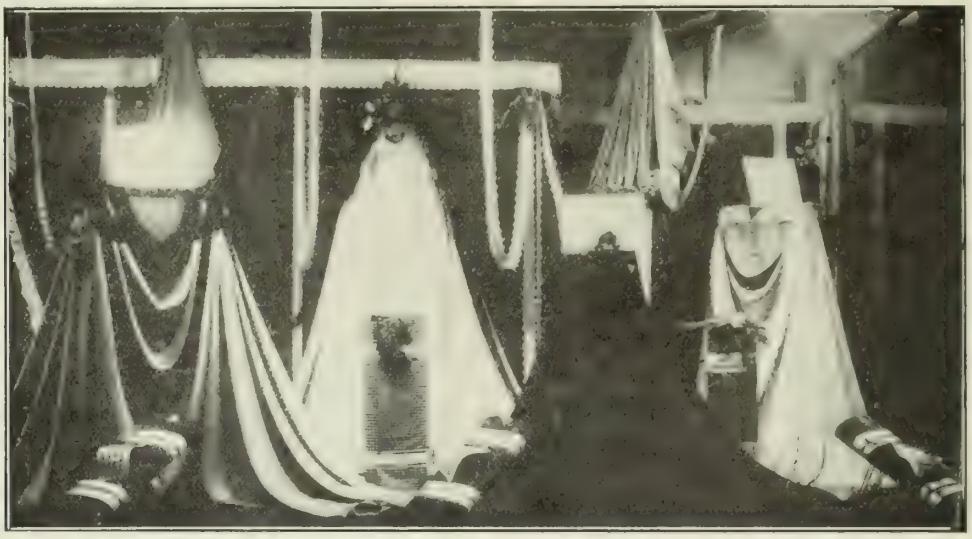
Convey to the prospective customer the distinct idea featured with regard to the fashion dictate which promted the buyer to include it in his purchases and to represent it on the counters.

The Ready-to-Wear Opening.

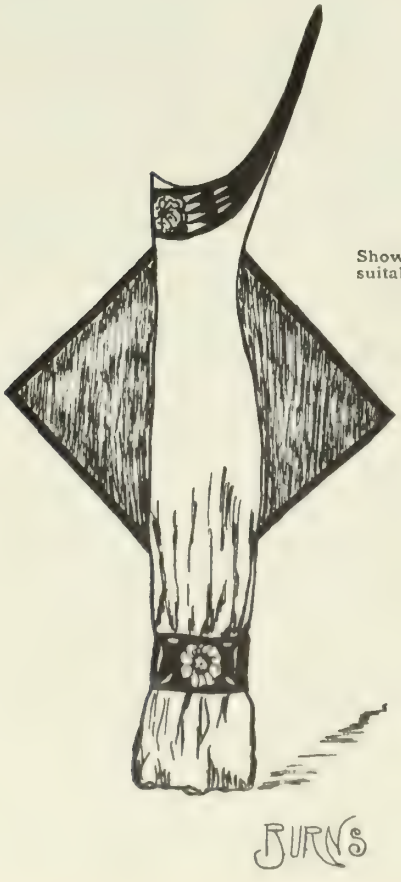
For the second week of March this year it is suggested that the ready-to-wear preliminary or formal opening be held. A Spring showing of suits, dresses, coats, skirts, blouses and novelties. Attention must also be given to the misses' and children's part of this section. Growing importance demands it.

The entire section should reveal a wealth of new styles, an authoritative demonstration of the foremost style tendencies of the season, as interpreted by the buyer of the department, and displayed in the section.

The effort of the trimmer and decorator is to make the occasion one of interest, information and enjoyment.



Suggestion for the first formal showing of dress goods in March windows. Arranged by Warren Andrews, of Anderson & Co., St. Thomas.



Showing banded hobble effect suitable for satins, mousselines and novelty silks.



Combination drape showing silks and dress fabrics—slanting top stand. Draped for The Dry Goods Review by E. P. Burns, first assistant trimmer Robert Simpson Company.

Many features are added at this season to give attractiveness to the new styles. Individual model gowns, novelties and suits are shown in illuminated cases. An innovation which could be easily carried out or introduced successfully, would be to show the new fashions on "living models." This arrangement is comparatively simple, the young ladies in the department acting as models during stated intervals, say: 10 to 12 a.m., and 2 to 4 p.m. each day.

Then entire section must be aglow with the feeling of Spring, foliage, blossoms and decorations all combine to give a proper setting to the ready-to-wear department.

Windows must mirror this Spring display and the window dresser has plenty of liberty to portray confidently the many lines in the ready-to-wear section clamoring for representation.

The Use of the Window.

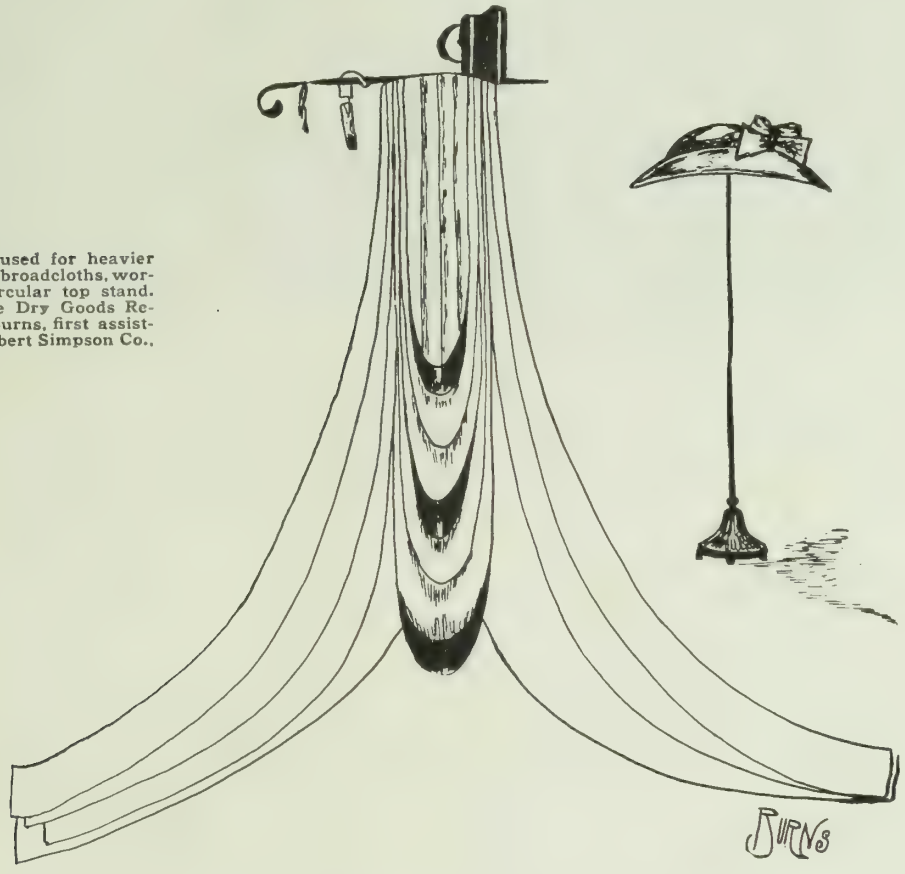
In allotting the window space this season dresses command first place. Suits are better shown individually. New waists are also brought forward at this time.

Pedestal stands with plate glass are used in these displays. Nickel stands and T stands are generally used to best advantage in the blouse windows. Nickel bar stands are useful in showing the children's wear, in connection with one or two children's forms. It is always well, too, in the more elaborate windows to give greater attention to the bottom, some light ground being preferred in lieu of hardwood or pile carpet. Tables, chairs, statuettes, lighting fixtures, brass urns and fancy baskets are also used by many trimmers.

Weather Plays a Part.

Weather conditions influence the decision sometimes in regard to the coat and skirt window. The season of showers is coming and raincoats with parasols can be shown. These are essential garments of the Spring season. Early March is the best time to show them and attention called to the utility of these garments against the weather as well as rain.

In conjunction with these ready-to-wear windows numerous opportunities are given to show new neckwear, belts, gloves, hosiery, etc.



Column drape used for heavier fabrics, such as broadcloths, worsteds, etc. Circular top stand. Draped for The Dry Goods Review by E. P. Burns, first assistant trimmer Robert Simpson Co., Toronto.

Misses' and children's wear will require a window space and Spring coats and new skirts can be shown together in one window. A combined display of the extreme novelties in another window gives an opportunity for more extended effort; the grouping and arrangement of these models taxing the ability of the window trimmer.

Figures are dressed with the untmost care. Attention must be given the minor details. Faces of the wax figures should be retouched, and the hair dressed in the latest prevailing style. In dressing forms each garment displayed should fit perfectly or be padded with tissue paper to give the correct lines. Blouses should appear just as they do when worn. All figure forms should be placed in the windows so that the bases do not show underneath the garments.

Corsets are also given prominence during preliminary opening week. This is policy, for in fitting the new garments, corsets play an important part. It is well that customers know the new corset styles and a demonstration of the possibilities of the corset department is best exemplified in the windows.

The windows will show results and with the season hardly opened as far as weather is concerned customers will be fully interested in the new ready-to-wear for Spring.

⊙

Use of Models.

Many window trimmers in assembling the windows use a figure with a striking model garment from the ready-

to-wear section to further suggest the mode of using the materials and trimmings displayed. Drapes must, therefore, not be crowded, individuality in each suggested combination being the idea. On the new half forms and even on figure forms the materials are draped suggestive of the finished garment, T stands, ovals, columns and combination stands also being used.

Natty collars, parasols, handbags, full pieces of trimmings or dress goods, and in some instances sprays, flowers or buckles from the millinery department are used with discretion. In view of the new millinery ready-to-wear being shown, a few choice hats show to advantage. Care must be taken in the assembling of these articles in the different windows, the motive being to break an otherwise bare space.



Ledge trim, commemorating St. Patrick's Day. Suggested linen arrangement for March 17th. By Warren Andrews, of Anderson & Co., St. Thomas.

The Housefurnishing Display.

Carpets and housefurnishings departments are anxious to display the newest ideas in modern decoration and treatment for the home. Managers wish to appeal to the best people. They are therefore determined to have a great showing and have planned accordingly.

March 15th is about the right time to display the Spring importations in such a way that through the windows the customers will be impressed with the extent and beauty of the showing.

All display efforts to give the customers a comprehensive insight into the possibilities of the department, the profusion of new fabrics, and the advances made in the selection and manufacture of kindred lines stocked for Spring, are good merchandising.

Rugs, carpets, linoleums, lace curtains, draperies and window shades should all be given display space.

The methods of display are varied, room arrangement, drawing-room, dining-room or bedroom showing complete displays, period and color schemes, window or cosy corner treatment, showing the new ways of hanging lace curtains or making drapes. Piece and pile carpets are generally shown matched with the border on three sides so the customer can get an idea of the design when completed. A pretty window arrangement is to show a square hall, stairway, etc. Linoleums combined with bath mats or cocoa door mats make an effective and suggestive display for early Spring.

Many merchants at this season of the year make a demonstration in the window of their methods of making carpets and making special measurement blinds. Machines are shown in actual work in the windows and it is wonderful the amount of interest created. Many people have not seen the track carpet sewing machines and it is a novelty to them. Window shades "made to order" are brought to their notice and good advertising done for that department. The upholstering department can also show samples of the work done.

The month of March is a strenuous one for the window trimmer and his system must be perfect in the matter of changing displays and arranging for the new showings. Co-operation too with the departments planning to get drapes, figures and materials beforehand, all tend to simplify and lessen his difficulties. Duties in March are essentially hardest of all.

Hints to the Trimmer.

Drapes combining the use of two stands, one higher than the other, allow the trimmer to show long sweeping lines and color contrast to advantage.

Early showings of black and white suitings introduce

IMPORTANT TO WINDOW TRIMMERS.

The Easter number of The Dry Goods Review, which will be issued March 1st, will contain much information of great importance to the window trimmers.

March and April are two exacting months for the display department, and with the object of being a practical aid to the window trimmer, The Review will contain several appropriate trims and much valuable suggestion from the window trimmer's point of view.

the use of broad-velvet bands, as well as accessories in the arrangement.

Room interior arrangements are featured for quick displays of ready-to-wear and high class novelty garment showings.

Many window trimmers are introducing screen-panel effects showing picturesque scenes and Easter floral designs, both as backgrounds and window dividers, in the Spring arrangements.

Colonial backgrounds, showing deep boxing arrangement, painted and decorated fresco, paneled or covered, plain with felt or velour, seem to be the preference of the window trimmers at present.

First displays of dress goods and fabrics, combined with suggestive trimmings and accessories, are evident everywhere.

The first warm spring days are always used to advantage in giving the windows an overhauling and cleaning in preparation for the opening displays.

Spring pictures and paintings by famous artists always suggest a new method of window arrangement. Reproduction of these, posing figures and carrying out the perspective effect by a large colonial or massive frame could be easily featured. Especially is this so in fashion pictures of some particular style event, the figure in the snapshot suggesting possible poses. Magazine cuts of style pictures suggest the use of pedestals, railing and colonial effects, as well as many panel backgrounds.

Lattice and floral combinations are suggested as giving an airy spring effect. Many arrangements can be made other than those already seen. Expense, too, is not such an important item in this class of trim, and the adaptability to large work rather favor this method.

Studied carelessness in merchandise arrangement in the window is used by some trimmers to give possibly a more suggestive idea of general everyday effect, as demanded by the goods shown.

Wash goods displays introduce full figure and half form drapes. These materials always lend themselves to the drapery demands of the trimmer. Some of the pleasant experiences in the work of the decorator come in wash goods time.

Full figure and half form drapes, showing border effects in wash goods, are very striking. Drapes show the border in use for trimmings, and are completed with banding or motifs and laces to match.

Strength in Dress Goods.

"The hobble skirt in its different varieties and the different type of skirts that it has been responsible for since its inception have meant many things to the primary dress goods markets, and in the final analysis it will probably have to be admitted that in these many things little good can be found from the manufacturers' standpoint," states The Textile Manufacturer's Journal. To begin with it has meant an extraordinary shrinkage in yardage consumed—a fact which has been repeatedly elaborated upon in these columns, and it has also been largely instrumental in bringing about a vogue for velvets, corduroys and velveteens, which has, of course, operated directly against broadcloths and a number of other fabrics made in the cloth mills. Aside from these facts, there is still another element which enters and one which because it is a trifle obscure has very likely been overlooked by a majority of those interested in the primary market. The fact referred to is the question of strength in the fabric employed.

To the most casual observer it must be apparent that a full wide skirt in which are embraced a number of gores is subjected to less wear and tear from the strain standpoint, and it will be seen offhand that fabrics employed in such skirts demand a less rigid strength test than the fabrics employed in the narrow skirt, which has so completely dominated the present fall fashion, and which promises to play so conspicuous a part during the coming Spring.

It is possible that as an element of influence in the primary market this question of strength has not yet been appreciated as fully as it might have been, but it is safe to assume that more difficulty has been experienced along this line than is commonly expected, and certainly it is a point worthy of the manufacturer's consideration, while indications point to a coninuance of the use of the narrow skirt.



Spring opening ledge-trim announcement in the dress goods department. The letters are covered with silk, in a pale shade of old rose, and are shown against a draping of dress goods in a dark shade of old rose.— By L. B. Stiles for The John Murphy Co., Montreal.

Many Salesmen Would Comply with Customer's Request

A Case Which Called for Special Consideration was Depicted in the Recent Cartoon — Using the Goods as Horrible Example for Purposes of Advertising — Some Representative Replies.

THE problem in salesmanship depicted by the cartoon in the February mid-month number of The Dry Goods Review is one of direct interest to the merchant in the small towns, who is frequently confronted by cases of "back-drift" from the local patronage accorded mail order houses. Why people will persist in buying sized articles of wear through the mail from the large city stores, is very hard to understand, the more so where staple goods are concerned.

Some explanation may be found when merchants do not take the trouble or have not the facilities to inform his people systematically as to the possibilities of his



LADY.—I bought this sweater coat by mail order, but it is too small. I want to wear it right away and you would oblige me greatly if you exchanged it for a size larger. Wouldn't mind paying a little more if I got the fit.

stock, but the season is mot generally fount in that perversity of human nature which seems to prefer the "long chance."

The cartoon does not represent a fictitious case. Merchants have been asked to exchange everything from sweater coats to hair pins. Here was a case, however, where the lady required the coat immediately, and although she should have bought a new one off the local merchant and returned the other to the mail order house, the extent of the obligation to be conferred was entitled to special consideration by the merchant.

Turn it to Advantage.

It would appear to be poor policy to comply with the request of a customer unless the case was one which could be turned to the merchant's direct advantage.

There are conscientious people who would far rather have the garment exchanged from the mail order house than take a course which would lead to direct discovery by the local merchant that they were shopping at a distance. In the same class are those customers who have accounts of long standing at home and they care to make no intimation that they are playing both a cash and credit game. Then there are others who boast a certain amount of local loyalty and prefer to make no show of their inconsistency to the local merchant.

There are many instances similar to that depicted in the cartoon, however, and in justice to himself the merchant should make his people feel that they cannot expect to have everything their own way when they ask exchange of a mail-bought article at the local store.

It is correct to assume that were a wide-open policy adopted the merchant would soon find himself with a very uncomfortable problem. People would develop the habit of having the merchant oblige them, and no restraint would be placed upon the long-distance shopping instinct. Not in every case do they appreciate the fact that a better value is available at home.

Won First Prize

The reply which The Review considers the best of those received in this competition is that from Brown Bros., Arkona, Ont. Here a case is described in which a lady, who had the reputation of being "a good buyer," asked to have a coat exchanged. Under the circumstances the merchant decided to oblige her, but determined to use that coat for advertising purposes. A better garment was sold the customer, and the returned jacket was ticketed, placed in a prominent place, and became a "horrible example." Ranged alongside the values that the merchant had in sweater coats it was a poor article and did not sell very readily.

In making the article of exchange, a sweater coat, The Review selected an item which could fairly be regarded as representing any line easily salable, one in which quality would be immediately appreciable by the customer. It must indeed be a very urgent circumstance which would induce the merchant to exchange an article belonging to any other class.

The merchant must be very careful about doing missionary work direct. In this case, the salesman does not appear to have overstepped the mark. The object lesson was probably sufficient for that particular customer and the jacket on view did the rest. Although it would seem decidedly inadvisable to say to others who enquired about it that the coat was purchased by such and such a person, this line of talk would assuredly get back to the original customer who, of course, might resent the rubbing in process.

This is a point which the majority of contestants seem to have realized—that a good object lesson carries much further than so much preaching or a flat refusal.

Brown Bros., Arkona, Ont., therefore receive the first prize. Their reply was as follows:—

Brown Bros., Arkona.—About a week after Christmas, a lady customer of ours came to one of the members of the firm and stated that she had purchased a knitted jacket elsewhere and that it didn't fit and wanted to know if she could exchange it for one of ours. She did not say that the article had been procured from a mail order house, but on opening it we saw at once that it was from one of the large mail order houses of Toronto. Not with every customer would we have considered the matter, but this one was a good buyer, and we were sure that this was one of her first experiences in mail order buying. Here, we thought, was a good opportunity to do some telling missionary work. The price of the jacket was $1.39, but was one of the kind, made in a hurry—no style, fit or size, would about fit a 12-year-old girl; a miserably-goten-up garment.

I laid out two of our best numbers, one $2.00 and the other $2.50, both full sized, well cut and decently gotten up. She could see at a glance the superiority of our goods. She tried them both on, decided on $2.50 and cheerfully paid the difference.

When tying up her parcel we were careful to explain that that make of jacket would not find room in our shelves. Our aim was to have articles of style and merit. We have placed

a big ticket on returned jacket for $1.19. It is still with us. The customer has been in three or four times since and can't overlook seeing it. I consider the exchange in this case well worth doing.

Was Tactful About It.

Fred T. Allen, with John T. Weddall & Son, Fredericton, N.B., is awarded the second prize. He adopted a tactful way of intimating to the lady that the store did not approve of exchanging mail-ordered goods, or at least his attitude was one which while exceedingly courteous would not encourage the lady to tell her friends that if they wanted things exchanged, Weddall's would do it. He informed her that he would do his best to sell it for her, did not believe in the custom, but introduced goods of his own, selecting a coat of a little better value. Mr. Allen's reply is as follows:—

I would be pleased to change this sweater for you; the only objection is that we do not carry this particular make in stock. You say you want a larger size. Now, let me see, how much did this sweater cost you? $2.00 you say and I suppose you paid the express extra. Well, here is a sweater which I think is a little heavier than yours at $2.50. I would like to help you out as you want one at once. I suppose you would have to wait a week if you were to send yours back to be exchanged, so if you would like to leave it with me, and take this one, I will try and sell it for you.

(Customer)—"That will suit me, nicely, as I like yours very much and if you do not sell it, I think I know a lady who will buy it from me."

In my opinion the best policy is not to argue with the customers about mail order houses Try and impress upon customers, that the goods in the store you work in are extra good value, make yourself think so and you will find it easier to make customers think so.

Weighs the Advantages.

In his reply, H. M. Ryan, Newburgh, Ont., who is awarded the third prize, seems to weigh the advantages of an affirmative attitude over one that is absolutely opposed to exchange. While Mr. Ryan would not oblige the customer in every case, he gives consideration to circumstances and where he can press home some advertising for his own goods, he makes the exchange. What Mr. Ryan says on the subject follows:

H. M. Ryan, Newburg.—This is an occurrence which it has been my lot to figure in more than once and have often wondered if it was a problem that confronted others. Evidently it is a common occurrence. Our method of dealing with this problem has been as follows:

If a customer or prospective customer asks us to exchange any goods of any description where it will put the customer under a slight obligation, we do it without any hesitation. Very often we reap some benefit from the transaction.

In the first place, most people appreciate a kindness and like to deal where the trades people are obliging. In the second place, it gives us an opportunity to show that the values in our store are the equal if not better than any of the letter-order stores.

In the third place, it puts in your hands an article from a competing house that can be used to show other customers that they are not doing any better and often not so well by sending by mail for their goods.

Sometimes this rule is broken as there are some people who are so imbued with the idea that the letter-order houses are regular philanthropists that the idea cannot be put out of their minds.

One instance comes to my mind of a similar transaction. A young lady asked me to exchange a pair of gloves that were too small. The gloves were not the make we handle but were of the same quality so I exchanged them for her. Then I sold her a jacket and in a week her sister came down and bought a jacket and a dress and some other dry goods. These people had not been customers of ours, but since have been buying quite a share of their dry goods from us.

In exchanging boots and shoes I have often been able to show the customer the difference in value of shoes whereas if I had not the two kinds to compare they would say "Oh, I can get a pair just like those for 50c less, and I could talk for an hour and not convince them otherwise if I had not the two shoes to compare.

Usually we can sell the exchanged goods to another customer at a slight loss by explaining the deal and showing them that we could sell the shoe less than our competitors.

Taking it all around, we have found that it is an advantage to exchange goods for people even though they do not always appreciate the favor we do them.

Made Best of Opportunity.

In making these awards, The Review must not be understood as taking a position opposed to the policy which would not acquiesce. The case was one entitled to special treatment, and the three named seem to have made the best of the opportunity which presented itself when the lady said she was prepared to pay a better price.

Awarded Subscription to Review.

One year's subscription to The Dry Goods Review is awarded each of the following replies :

Anna Bryans, Havelock, Ont.—I assure you that I would greatly like to oblige you in this matter, especially as you wish to wear the sweater-coat right away; but it would be breaking our strictest rule to exchange this sweater for you. But I tell you what we will do, which will, no doubt, be equally as well for you. We will sell you one of our sweater-coats at just as low price, quality considered, as this sweater-coat or any other that a mail order house may handle. And to show you that we wish to oblige you and that it is only on account of our strict rule that we cannot exchange the coat for you, we will not ask you to pay for it until you have returned this one to the mail order house and had your money refunded.

Now, here is an excellent quality sweater-coat in the color that you wish. It is made from very fine wool, is well knitted throughout, has button-holes that will not break away, and nice fancy buttons and at the price—three dollars—is equal in value to anything the mail order house may offer. You may take one of these in the size you require and need not pay us for it until you have received your money back from the mail order house. If you wish, we will wrap up this sweater coat for return, as we have a box that it will fit into exactly, and send it to the express office for you. You can just drop them a note saying you are returning it.

George Vickers, Barrie.—I'm really sorry, but we have a rule that we cannot deviate from. This sweater is not of a make we handle or we would gladly exchange it, but not handling this make it would be impossible to do so. Should you wish to choose one from our stock and leave this one which you purchased from the mail order house, we will endeavor to sell it for you and apply the amount to your account, but of course you take the risk of us not being able to get the full price you paid for it.

It is an unfortunate circumstance and we hope you will appreciate our position in the matter. You will find us willing in our endeavors to please you and whatever you buy of us can always be exchanged without unnecessary delay.

May we show you our range?

The following incident actually happened in Barrie a short time ago:

A lady while visiting in Toronto was enamored of a lovely piece of dress goods at 85c per yard The clerk induced her to buy a dress (7 yards) of the brown, "it was so new, you know." On reaching home it suddenly occurred to her that blue was newer, but, of course, could not be changed, having been cut off the piece.

Three days later, looking into the window of one of our leading stores, she noticed the same goods in a number of shades. A bright idea flashed through her mind. "I'll exchange the brown for a blue." On entering, would Mr. Merchant change her brown for his blue and what was the price.

"The price, madam," said he, "is 75c, but we could not think of changing blue for brown, as blue is in demand and brown is not."

"Horrors! 75c in Barrie and I paid 85c. Stung! 70c loss! and brown, the ugly, faded-looking brown, when the clerk in Toronto said it was so stylish and when blue was all the rage. A back number instead of an up-to-date dress!"

The lady in question is once more spending her money in Barrie stores and woe to her who even mentions city stores to her when in want. This is only one instance, which has for its moral—Buy in Barrie.

(Concluded on page 53.)

Plan Wisely in February for Good Ready-to-Wear Season

Enlargement Along Correct Lines is Not all a Matter of Carpenter Work — Some Suggested Improvements — Avoid Overstocking — Relative Significance of Increased Space and Increased Sales.

FEBRUARY is the best time of the year to make changes. Departments must be ready in time for the openings and Spring business.

The necessity of increased selling space for the ready-to-wear departments is getting more consideration each season. Merchants should give every attention to the location of this department and its relative position in regard to other departments so that there may be the greatest possible display and selling co-operation between all.

The second floor is acknowledged to be the best location for ladies' ready-to-wear merchandising. It should be arranged so that the customers must pass through this section in going to the millinery or dressmaking departments.

Arrangements should be made to keep the appearance of the section "up to the minute" at all season. Distinctive appearance is really individuality of display with due regard to the importance of the section at the particular season of the year. Individuality must be given suits in the suit season, blouses in the blouse season, and so on throughout the different departments, increasing or decreasing the space accordingly, as these seasons warrant. Best selling spaces are thereby given to each section from time to time. Naturally, a good space for blouses is at the top of the main stairway or near the elevator door. The same rule, that which suggests location where a line will best catch the eyes of customers, holds that underskirts do well in the approach to the dressmaking section, while suits, novelties and coats are better displayed nearer the millinery department. Figures too, can be used in conjunction with millinery for display of novelties.

Appearance is one great essential in successful salesmanship in the ready-to-wear department. At no season of the year is it permissible that any sub-department should lack good appearance. There is always some section or line within the department that requires proper representation at its most advantageous selling season. This appearance helps materially in placing the department as the leading ready-to-wear section of the merchandising community and also helps to maintain that position.

The merchant should maintain a clean, forceful, well displayed and up-to-date department in keeping with the seasons. The increased space and attention given should be incentive enough to maintain the appearance of the department on the part of the sales force. Efforts on the part of the latter force to act on their own iniatative, assuming greater responsibilities and relying on themselves and their ability to a greater extent than is usual should be given every encouragement.

Ability to anticipate and judge a customer, to show the goods intelligently, using all the resources at hand, should also be given its opportunity. The sales force must be educated in the advisability of judging their customer and showing garments according to size and color of the garment asked for and personal taste of the customer.

In the matter of initiative how many salesladies are allowed to use their own discretion in the final closing of a sale, taught to rely on themselves and given credit for knowing their stock and the conditions? Salespeople must be taught to rely on themselves

Adhere to Prices this Season.

Then in regard to the matter of appeal to the manager about an offer at less than the marked price, many merchants reserve the right to change a price and the saleslady is forced to ask if any better quotation can be given, or an offer accepted for some particular garment. Now, this is entirely at the discretion of the manager or department head, but it seems evident, and so it must to the customer, that someone else has been given a lower price or naturally the salesgirl would refuse to ask for it.

On the other hand, if sufficient latitude was given the saleslady and she was allowed to use her own discretion and initiative in maintaining prices many sales otherwise lost would be made through the confidence on the part of the salesladies that the manager would not sell lower than the marked price.

If the clerks were given to understand that the marked price was the only price, customers, too, would soon learn that the salesladies' word was final. The advertised price seems to be the price to adhere to

Use Advertising to Sell Better Lines.

In the matter of advertised lines, salespeople invariably show the garments advertised, the tendency being to proceed along lines of least resistance, advertised lines always being easier to sell. The head of the department should point to the advisability of selling better lines and every gain in this respect is one step nearer the ideal of salesmanship, broader, saner, more up-to-date, merchandising.

Promptness Essential in Alterations.

In the enlarged department greater facilities can be given fitting rooms and the alteration department. Under whatever system or condition the alterations are made every attention should be given customers. They should not be allowed to wait an unreasonable length of time and a tactful interchange of customers is sometimes advisable. All fittings and changes should be made promptly.

A few words from the young lady in regard to the proposed alterations soon puts the customers at ease if any doubt is felt as to the feasibility of the changes or alterations.

All objections of the customer should be given consideration, care being taken to overcome them in making the alteration. One alteration properly and promptly completed makes the next sale and alteration for the same customer comparatively easy.

Importance of Privacy.

In the matter of fitting rooms and mirrors the greatest objection is in having the entire family or three or four friends criticize, or indeed having customers criticize each other's prospective purchases

It is well, therefore, to avoid the occurrence of this by placing mirrors sufficiently far apart and taking customers as much as possible by themselves into the fitting rooms. Have several fitting rooms if advisable in order to secure this resunlt. A salesperson can satisfy one customer but possibly not four or the entire family

All alterations must be done promptly and delivered on time or as promised. However, some will say this is not possible but experience shows that if sufficient time is allowed—all garments have not got to be finished Saturday night, customers can receive altered garments as promised if sufficient latitude is taken. Many alterations can be promised for Monday and Tuesday.

All rush orders of course have got to be done, but these same rush orders are often the fault of the salesclerk, rather than the customer. Customers naturally

say "yes," when asked whether they want the garment for Sunday and so the rush orders pile up. Improvements are necessary therefore and can be made along with the other improvements in the department.

Avoid Overstocking.

Enlarged departments and enlarged sales spaces all seem insufficient in about three months' time. The more space it seems the more stock and the more space there is the more tendency to overstock. Buyers and stock-keepers fill the space until room is as much at a premium as before the re-building or remodeling alterations. With care this should be avoided.

Expansion in the ready-to-wear department is not all done by the carpenters. Where every advantage is taken of the opportunities to increase the selling force, appearance, general standards and service—of the department—the merchant is building along correct lines and as much in keeping with the enlarging of a department as increased space and re-building operations.

Ready for the Easter opening with improvements in these essential points and with a display far superior to other seasons, merchants are justified in showing their pride and satisfaction. Credit for foresight in anticipating the importance of the ready-to-wear section for a future season belongs to the merchant, who does his re-building along enlarged lines.

Results will follow and increased space will justify increased sales, especially in the ready-to-wear department. Conservation of the increased space to permit of better display is to be desired. Overstocking is the only stumbling block in the way of successful and enlarged sales and business results

Salesmanship Contest

(Concluded from page 51.)

In publishing the replies to these cartoons, one aim of The Review is to present as wide a range of opinion in the matter as possible, knowing perfectly well that merchants may have been largely justified by recent experience in taking the stand they did. Although many more replies than those which appear here were received, these are considered as being the more thoroughly representative of the points covered by the mass.

The great majority of the replies favored compliance with the request of the customer under the circumstances, but many took occasion to emphasize too strenuously in their talk with her, the comparison between shopping at home and shopping by mail, overlooking the undoubted fact that the customer would be in no mood to have the matter paraded before her. A neat, tactful, letter sent by the merchant to such a customer afterwards, expressing the pleasure it gave to oblige her, and mentioning some fact about the store which should appeal to her loyalty and arouse her interest, would be in better form and be far more acceptable.

Other replies of merit in connection with this contest were those received from Ruth Lemon, with J. P. Croskett & Co., Montague, P.E.I.; S. C. Goggin, Petitcodiac, N.B.; F. W. Robertson, Almonte, Ont.; J. A. Grummet, Rivers, Man.; W. J. Drysdale, Lanark, Albert W. Garrett, with Wm. Beatty Co., Parry Sound; F. M. Bond, with H. D. Rood, Berwick, N.S.; H. C. Wallace, with Gordon, MacKay & Co., Toronto; R. H. Cullis, Prince Rupert, B.C.; Lillian Frankum, Acton, Ont.; E. G. Suehring, Brock, Sas.; F. T. Shaver, Aultsville, Ont.; J. Pharand, Hull, Que.; A. McNaughton, Buckingham, Que.; F. O. Holls, Brampton, L. Harvey, with J. A. Milligan, Wardsville, Ont.; John H. Gehan, with E. M. Gladney & Co., Marmora, Ont.; J. Bunner, with F. Krug, Tavistock; Ebenezer Dunn, Montreal; Jas. McMillan, with H. S. Terris & Co., Springhill, N.S.; W. T. Brunker, with E. E. Turner, MacGregor, Man.; Wm. J. Ferguson, with J. Sutcliffe & Sons, Lindsay; A. H. Terrill, of Terrill Bros., Fenelon Falls; Cecil Swackhammer, Acton; E. P. Burns with R. Simpson Co., Toronto; Carl H. Balcom, Bridgetown, N. S.; L. C. Daniels, Liverpool, N.S.; F. P. Creech, for Currie Bros., Saskatoon; Clarence H. Smith, with E. B. Crompton, Brantford, Ont.; F. J. Thompson, with N. A. Hewer, Tillsonburg, Ont.; Ethel Plank, Grimsby, Ont.; W. C. Inkster, Marmora, Ont.; Mrs. J. E. Gage, Iona Station; H. W. Clark, Ridgetown, D. G. Innes, with J. A. Grummett & Co., Rivers, Man.; J. C. Clements, Vegreville, Alberta

Dresses a Leading Line

All Lines Based Upon Simple Straight Line Effects —New Panel Sash.

Dresses for Spring and Summer selling are going to be a big item in the business of the garment department, and these lines are particularly strong in popular-priced garments. Style changes are few, all styles being based upon simple straight line effects, the most noticeable feature being that the skirt widths are wider than generally rules in better-priced models.

Quite a number of models show the pleated skirt with panel front and inverted pleats at the back. The pleats are stitched down to well below the hip-line and there is a wide band of material or several folds as a finish to the skirt, and the kimona waist will be finished with little yoke and sleeve trimmings to match. This style is particularly good when developed in striped or foulard patterned cottons with the trimming bands in plain. Gored skirts with the deep upper piece and shaped band, or with a pleated flounce as a finish, forms another favored model. Many of these simple dresses are finished with a sailor collar and a very new way of joining the simple blouse and skirt is to finish the top of the skirt with piping and stitch the skirt onto the blouse. These simple dresses are developed in cotton foulards, lawns, batistes, mulls, ginghams and like fabrics.

In higher-priced dresses a wide variety of styles is serge, panama, marquisette, foulard and satin are used. Skirts are narrow and narrow pipings of bright color are featured. Lace, ball fringe and crochet buttons are the most used trimmings. A new addition to the trimming effect is the new panel sash. This is like a detached panel extending only down to the knee and lined and edged with a contrasting color and finished with ball fringe or tassels.

In lingeries, cotton voile is the novelty fabric. Deep embroidered borders both in self and in Dresden color effects and in black and white are made up into elegant little dresses. The embroidered banded voiles are made up with wide bands of lace and Cluny laces, Venise and Maline laces being those employed.

Strictly Tailored Suits the Big Sellers.

Satin suits show very short coats in box or Empire modes.—Wide braids the favored trimmings.—Three-quarter sleeves seen on dressy suits. Empire models the novelty in coats and wraps made up in a wide range of fabrics, ranging from rough tweeds to linens.

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

DIFFICULTY.

Something new in a barrette, which it is claimed will do away with the hook-hinge and cementing device on barrettes, has been put upon the Canadian market by Alfred Burke & Co., of Leominster, Mass. Every woman knows the difficulty encountered with a barrette with cemented hook and hinge, the cement of which often fails to hold. The trade knows the annoyance occasioned by the customers' complaints and returned barrettes. The Burke Co. claim to have solved the difficulty in a barrette which locks instead of being fastened with cement. Samples are being supplied through the jobbing trade or their Canadian agents, Harrower & Johnston, Montreal, and Frederick O. Fielman, Winnipeg.

PAYS TO BE UP-TO-DATE.

The advertisement of the Novi-Made Costume Co., Toronto, on the inside front cover of this issue is illustrative of an idea which is being adopted by high-class specialty houses—that of making all garments in three different models enabling the merchant to fit the customer correctly with coats or suits just the same as he fits them with corsets.

For some years the men's trade have carried garments for all figures and it is absolutely necessary in Women's wear to have a successful department. The old method of buying the regular model in different bust measurements makes the alteration bills excessive, besides it is impossible to give the customer proper fitting garments. For instance, a stout customer, say 40 bust, with extra large hips requires a regular 44 size coat to get the hips large enough, and this means expensive alterations and a poor fitting garment, while with sized garments your stout model is cut for just such figures. The best authorities in the world state that for every 100 customers, 25 slight, 50 normal and 25 stout models are required. This can be varied in sorting as the merchant finds necessary, as some places have more large customers, while others find it necessary to stock a large proportion of slight. The slight, small figure is suitable for misses as well.

By keeping a proper assorted stock, the merchant will increase his business, as at present at least 25 per cent. of his customers cannot be properly fitted. In the large cities the most prosperous houses carry garments in all sizes, but this does not necessarily increase the merchants' stock, as he only buys same quantities, but sizes differently assorted. Slight model is stocked only in 32 to 36. Regular model 34 to 40. Stout model 36 to 42 and with these sizes he can fit almost any figure.

The merchant should investigate his stock and see if it is properly assorted. It pays to be up to date.

TABLE OF CONTENTS

Art of Display 45
Booming the Fancy Goods Dept. 30
Development of Market for Ready-to-Wear 16
Dress Accessories 19
Dress Goods 42
Editorial 1
Enthusing Young Salesmen 37
Fancy Goods 24
Good Advertising 32
Hints to Buyers 54
Knit Goods 38
Plan Wisely in February 52
Ready-to-wear and New York Letter 7-13
Salesmanship Cartoon 31
Salesmen Reply Contest 50
Should Respect Conditions 14
Trade Notes 4
Translucent Display Form 49

ADVERTISING INDEX

B
Ballantyne, R. M. Ltd. 39-44
Burnley, Thos. & Sons Ltd. ... 41
Burke, A. & Co. 28, 29
C
Canadian Commercial Car Co. 3
Canadian Underskirt Co. 10, 11
"Craftana" 40
D
Deacon Shirt Co. 44
F
Fancy Goods Co. of Canada ..... Inside back cover
Fairbairn, R. D. Co. ..... Outside front cover
Flett-Lowndes & Co. Ltd. 21
Fashion Waist & Whitewear Co. 6
K
King, J. & Son 43
L
Ladies' Wear Ltd. 18
Lamba 43
M
Macdonald, J. & Co. ..... Outside back cover
N
Novi-Modi Costume Co. ..... Inside front cover
P
Palmer, J. & Son 25
Palmenberg's, J. R. Sons 44
Phoenix Hair Goods Co. (Mfg.) 27
Peerless Underwear Co. 33
S
Sandersons' Ltd. 22
Singer, A. T. & Co. 41
T
Turnbull, C. & Co. 40
W
Wrinch, McClaren & Co. 26

SITUATION WANTED

HOSIERY, glove and knit goods buyer, open for engagement; 15 years' experience, strictly temperate and in touch with the best markets. Box 100, DRY GOODS REVIEW, Toronto.

AGENTS WANTED

AGENTS - A well-known manufacturer and stock-holder, supplying wholesale only with Plauen Laces and Neckwear and Gents' Underclothing, is open to appoint Agents in Toronto and Montreal. Write, giving references and experience, to Box 52, DRY GOODS REVIEW, 88 Fleet Street, London, England.

CAMPBELL'S LINEN THREADS

Whether for household or for manufacturing purposes

Campbell's Linen Threads

are the most satisfactory to handle; our steadily increasing sales are witnesses of their popularity.

They are uniform, strong and smooth, and are made solely from the finest quality flax.

You'll be pleased with the PROMPT DELIVERY we can give.

ALL LEADING WHOLESALERS
STOCK CAMPBELL'S THREADS

Agents for Canada

John Gordon & Son

Toronto *Montreal* *Winnipeg*

To the Trade *Feb'y 1st, 1911*

John Macdonald & Co., Limited

Toronto

The Great Assorting House

"Cause and Effect"

Cause.—They have reason to distinguish what the requirements of the trade are, and act in accordance therewith, by sending buyers to the sources of supply throughout the markets of the world.

Effect.—The real existence in their warehouses of a stock unsurpassed for value and assortment in the following departments :

Linens, Prints, Foreign and Domestic Cotton Staples, Carpets, House Furnishings, Men's Furnishings, Haberdashery, Silks, Dress Goods, Muslins, Embroideries, Laces, Ribbons, Hosiery, Gloves, Underwear, Ladies' and Children's Ready-to-Wear Goods.

A Letter Order Department that attends promptly to their customers' wants ; also able and courteous salesmen, both on the road and in their warehouses, to show goods.

The Great Letter Order House of Canada

Vol XXI

No 5

DRY GOODS REVIEW

EASTER NUMBER

MARCH 1st 1911



Parker's Dyeing Works

are a necessary adjunct to every

Dry Goods Business

and

Millinery House

Despite every care, and the shrewdest management, dead stocks will gather. Sometimes it is a blunder of the buyer. It may be a color has gone out of fashion with a rush. Soiled and faded goods will accumulate. Whatever the reason the stock is there, and it is as dead as the proverbial door nail.

The remedy is in sending all such goods to these works to be re-dyed and finished—to be returned to you as new goods from wholesaler or manufacturer.

OVER THIRTY YEARS IN BUSINESS, WITH CUSTOMERS IN ALL PARTS OF CANADA

R. PARKER & CO.

Dyers to the Trade TORONTO, CAN.



White Duck Specials

Waiters' Coats
Cooks' Coats
Barbers' Coats
Butchers' Frocks
Porters' Coats
Bar Vests
Surgeons' Gowns
Dentists' Coats
Outing Trousers
Boys' Bloomers
Aprons

Khaki Specials

Norfolk Coats
Outing Trousers
Riding Breeches
Outing Shirts
Miners' Shirts
Working Shirts
Auto Coats
Boy Scout Suits
Boys' Bloomers
Overalls

BOYS' KNICKERS, Double Front and Seat TROUSERS OVERALLS

Robert C. Wilkins Co., Ltd.

Montreal

THE PERFECT SUBSTITUTES FOR LINEN

are

"LINNENE"

and

"LINNENE CORD"

Linnene with a cord effect

Ideal Washing Fabrics, which have proved immense successes in the home market and wherever shewn.

Now introduced to the attention of buyers in Canada. There, as elsewhere they should quickly outdistance in favour all other wash goods.

They are free from the crushiness of linen and drape more gracefully. In all dress shades AND EVERY COLOUR

AS FAST AS COLOUR CAN BE MADE. This fastness of colour has helped to make the "Linnene" success.

THE VERY THING FOR TUB GOWNS AND CHILDREN'S FROCKS

Width 34 inch. Piece 10-12 yards

STAMPED "LINNENE" EVERY FOUR YARDS ON SELVEDGE

[illegible] will supply the wholesale trade, shipping only. Parties [illegible]

The British Textile Syndicate, 92 Market St., Manchester

Well-assorted general dry goods stocks will help you get your share of

SPRING BUSINESS

Your immediate requirements can always be filled promptly and satisfactorily here.

Attractive values in every department that will boom your Spring Business.

Mail Orders Receive Prompt and Accurate Attention.

Greenshields Limited

MONTREAL

Priestley's Dress Goods

Ready for Spring Sorting

SOME OF THE POPULAR LINES

PRIESTLEY'S
Hair Line Stripes



Fashionable for Suits and Coats. Many qualities and all desirable styles.



PRIESTLEY'S
Serges



Most desirable for Spring Suits. Priestley's values are unequalled.





PRIESTLEY'S
Shepherd's Checks

Every woman wants a Shepherd's Check Dress or Coat. Priestley's lines are satisfactory.

PRIESTLEY'S
Voiles

In Black and Colors the ideal Spring Dress Material, Priestley's Voiles do not fade.



Cuts, as illustrated, for your retail advertising gladly furnished free.

SOLE AGENTS FOR PRIESTLEY'S DRESS GOODS

GREENSHIELDS Limited, Montreal

DEBENHAMS
for
NOVELTIES

Paris Reports

The latest information from our Paris House features an important color season and the skillful combination of color effects. The new shades are rather bright and somewhat crude. A new effect is obtained by a shot material over another strong contrasting shade, and colored embroidery is quite extensively used. Black and white effects predominate.

For Gowns

Ninons, Marquisettes, Figured Nets, Voiles, Foulards (in small designs), Printed Ninons, Striped Taffetas and Messalines in Black and White.

For Trimmings

Laces, Point de Venise, Irish, Chantilly, Silk Embroideries, Milk Beads, Dull Gold and Silver Cords, Galons, Furniture Trimmings.

For Linings

Paillettes (single and double width), Messalines, Satins (single and double width), Satin Mousseline, Shot Lumineux, Peau de Soie.

DEBENHAMS (CANADA) LIMITED

18-20 ST. HELEN ST.
MONTREAL

BAY AND WELLINGTON STS.
TORONTO



"SUCCESS"

THE OVERALLS FOR HARD WEAR

The wearing quality of "SUCCESS" is as much in the denim as in the make. The denim we use is guaranteed to us by the mill all pure goods—with no dressing to make weight.

The "SUCCESS" range is 27 garments, covering three weights, 6, 7 and 8 ounce.

In each case the denim is honest weight. A garment we sell at 8 ounce is pure 8-ounce denim, not some lower weight in order to meet a price.

In "SUCCESS" you may RELY on the goods being exactly as represented, and ALL pure goods with no dressing whatever.

The overalls are cut on big lines, good wide legs, high in the back—and every garment is double-stitched throughout.

ORDER FROM YOUR WHOLESALER
OR WRITE US DIRECT.

The Canadian Converters' Co. Limited.
Montreal



OUR FAMOUS

RAILROAD SHIRTS

Full fashioned, double-stitched, faced sleeves—patent neckband—full yoke and pocket. Cuffs attached and two collars detached. Made in three patterns.

PACIFIC plain blue.

ATLANTIC blue with white spot.

DOMINION blue with white stripe.

We guarantee these to be pure Indigo,—and positively guarantee them fast, chemically fast—Alkali or any other water will not affect them.

The same shirt in Khaki Color is called WINCHESTER. This line has been a very good seller.

Ask your wholesaler for these.

The Canadian Converters' Co.
Limited
Montreal

Obtainable

From All Canadian Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills

Glasgow, Scotland

Spring, 1911

Gault Bros. Co., Limited



Gault's, Montreal



Corticelli



RIBBONS

CORTICELLI Ribbons are not in any experimental stage. They have proven their worth from the Atlantic to the Pacific and are recognized in Canadian Stores as REAL RIBBON VALUE and as quick moving stock.

If you want a line that will "make good" with your trade---that will hold all your old customers and bring in new ones--and at the same time allow you a correct profit--you should insist on CORTICELLI.



CORTICELLI will give the full measure of service and our lines are styled to meet the requirements of particular people.

Never in our history have we been better able to cater to the ever increasing Canadian business or give more attention to our many customers.

Corticelli Silk Company
Limited

Head Office,

St. Johns, P.Q.

ADDRESS NEAREST OFFICE:

SALESROOMS—22 St. Helen St., Montreal. 56 Albert St., Winnipeg.
24 and 26 Wellington St. W., Toronto. 91a York St., Sydney, N.S.W.
318 Homer St., Vancouver.





BING BROTHERS,

NUREMBERG,

Largest Manufacturers of

Toys and House Furnishing Goods



Stop! Look! Listen!

Save the middleman's profit! Buy from the manufacturer.

Our complete line of over 30,000 samples is on exhibition at our own showrooms, 381 Fourth Ave., corner 27th St., New York.

Import orders now being booked.

Call or write for appointment.

JOHN BING, 381 Fourth Ave., cor. 27th St.

New York,

Sole Representative for U.S.A. and Canada.

Established 1832 Cable Code: Law-Bradford

Spring 1911

"Lawrus" Fabrics.
REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.



ENGLISH MOHAIRS AND SICILIENNES FOR SPRING 1911

Some of the greatest Paris couturieres have produced models for Spring 1911 made of English Mohair.

Representative garment manufacturers are making and selling mohair suits for Spring 1911.

The highest class retailers have ordered heavily of high novelties for the coming season.

Popular price stores all over the country are ordering plain colors, stripes and tailoring patterns.

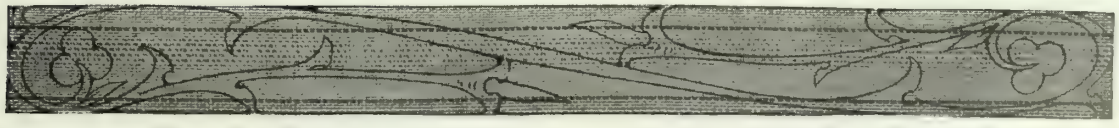
When one says "Mohair" it signifies "English Mohairs," for none are worthy of the name but the English product. When "English" Mohairs are ordered Bradford Dyers' Mohairs are signified, for Bradford and Mohair are all but synonymous words.

Get your order to your Jobber while the high novelty lines are unbroken.

BRADFORD DYERS' ASSOCIATION

of

BRADFORD, ENGLAND



We are Ready

To receive your Spring sorting orders.

Our Large Stock

Enables us to fill your letter or Traveller's order completely.

Our Order Department

Ensures your order receiving careful and intelligent attention.

Our Shipping Department

Forwards, if at all possible, by return freight or express.

P.S.—Don't lose a sale because you have not the carpet or rug a customer wants. Write us for samples.



John Garland, Son & Co.

OTTAWA, CANADA

WAKE UP!

ARE YOU BUYING HONE'S GARMENT SHIELDS?
IF NOT, WHY NOT?

DRESS SHIELDS D.H THE STAR SERIES





Made in 18 Different Styles and Qualities.

Britain an Easy First For These Goods.

Every Shield is Perfect Before It Leaves Our Factory.

DANIEL HONE, 1 Chiswell Street, **London, England**

See the Point?



ABEL MORRALL'S BAYONET POINT HAT PIN.

It penetrates easily, gives a firm hold, and when withdrawn leaves no unsightly holes.

NO MORE SPOILT MILLINERY.

MANUFACTURED AT REDDITCH ENGLAND.

LONDON-20, GRESHAM ST
MANCHESTER; 17, PICCADILLY

Mainly About Ourselves

Not MacLean Policy to Publish Write-ups

The MacLean Co. have received an application from a man in one of the leading Western Canada cities to work for them in that district. He has had extensive experience on various U. S. and Canadian newspapers, and gives the best of references. He wants to join our staff and do the class of work on which he has been very successful on other publications —that of selling "write-ups" or using "write-ups" as a lever to secure advertising. As there is no possible opening for him on this class of work in Dry Goods Review or in any of the other MacLean papers, and in case any of our friends should think, as this applicant thinks, that it is our policy, we think it worth while to impress upon them the fact that it is not.

The proposition in which he has been so successful on other publication is this, quoting his letter:—

"In the matter of advertising I would call upon various wholesale merchants in Calgary, Edmonton, Regina, etc., give them a descriptive write-up of their business, with illustrations, if possible, and including also a brief biographical sketch of the manager or proprietor of each institution. I would make a fixed charge for these write-ups, or would give the write-ups free and take contracts for display, the advertising to run throughout the year. In the smaller cities good money could be made in reproducing display windows and doing descriptive write-ups of the best retail stores."

The MacLean papers do not and never have inserted paid write-ups of any manufacturing, wholesale or retail business, or biographical sketches of the manager or proprietor of any institution, or promised free write-ups to anyone who would give an advertising order; nor have they ever gone to retailers and offered to reproduce window displays for payment. On the other hand they will pay correspondents who will send biographical or other sketches of successful men, provided there is anything in them of general interest to the readers of our papers. They are always glad to receive photo of display windows, and will themselves go to the expense of having them engraved. They frequently pay men to take photographs of desirable displays.

Our old subscribers, we are quite sure, are fully aware of the difference between our policy in this respect and that of many other publications, but in view of the large number of new business concerns which have been recently established, particularly in the West, and have subscribed for The Review, we feel, in justice to ourselves, that they should know what our policy is.

It is quite true that at times paragraphs and illustrated matter and short articles slip in that come dangerously near the "write-up" line in spite of every precaution, but readers can depend upon it that nothing of this sort is ever paid for by advertisers unless it is so marked. It is true that many times an item appears which is a good advertisement for an article or firm, but if it is new and has news value it is inserted whether the firm advertises or not. The fact is, that space in our papers now is too valuable for anything but the most important news. Readers are too busy for anything but live matter.

The Review as An Aid to Salespeople.

From the replies which have been received by The Review in connection with its salesmanship contests, it is evident that the majority of salesmen in the dry goods business, from one end of Canada to the other, are not only high-standard men, so far as efficiency in work is concerned, but it is further commendable that they know how to express themselves intelligently and in good language.

Undoubtedly the man who is thus accomplished is superior to one who has not cultivated his ability in that direction. While the language used in the replies received is always taken into consideration, The Review does not overlook those which are not models of correct composition. Among the latter are found many which convey excellent ideas.

That a man finds difficulty in expressing himself on paper is no evidence that he does not know how to approach a customer properly, deal tactfully with problems as they arise or otherwise competently perform the duties of salesmen. That man has merely neglected to develop himself in a literary way for a greater range of practical purposes.

The present contest is not the only opportunity which The Review presents for these salesmen to improve themselves. There are many who prefer to remain obscure merely because they have "never tried that sort of thing and don't feel like beginning now." The Review is always desirous of receiving from salespeople practical articles dealing with any phase of merchandising and will publish and pay for them whenever they contain anything of helpful interest to the dry goods merchant.

Salespeople, window trimmers, ad-writers, any member of the staff, will always find The Review ready to assist them in the development of their ability along lines for which they have preference. The columns of the paper are prepared with that object in view, and its editorial staff will always be available for consultation upon matters relating to the dry goods business.

The Review owes its position in the opinion of the trade to-day no more to the fact that it is a newspaper of reliable reference to buyers and sellers, than to the work it is endeavoring to do to place in the hands of salespeople a medium whereby they may become efficient in the fullest sense of the word.

Advantages in Getting Review Twice Monthly.

The change inaugurated with the beginning of the year whereby The Dry Goods Review became a semi-monthly instead of a monthly publication has been well received by merchants throughout Canada. Considered from the view point of a buyer or seller the change has been timely. The rapid growth of the country, considered in relation to improved facilities made up by a transfer of matter from the first-of-the month issue. Each number of The Dry Goods Review is in every respect an up-to-the minute publication, noting the most recent style changes and market developments, and giving to the merchant bright, useful, practical articles on merchandising. With two such papers entering his store each month, and at a price formerly charged for one, the dry goods merchant is receiving a news service unequalled for its authentic statement upon matters of first importance to his business.



McCALL PATTERNS

are not ultra and extreme. The great stable, solid, practical, overwhelming majority of American women do not want the ultra. That is why McCall Patterns are so satisfactory. They are first, last and all the time **practical**; at the same time they represent the very latest and most approved styles.

Fifty or sixty new designs, the complete range of the month's styles, are issued every month. By the use of McCall Patterns any garment can be easily made and it will **fit and look like the picture.**

These are some of the reasons why there are more McCall Patterns sold in America than of any other make, and more merchants handling them—over 11,000—than any two other makes.

McCall Patterns will do for **you** what they are doing for thousands of your fellow merchants—**give you the busiest Pattern Department in town and increase sales throughout your store.**

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern establishment in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States dealers.

Write for full particulars and samples. There is no obligation.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 to 246 West Thirty-Seventh St., NEW YORK CITY

CHICAGO SAN FRANCISCO TORONTO, CANADA

NOT IN THE TRUST NO CONNECTION WITH ANY OTHER HOUSE

HER LADYSHIP GARMENTS



1067—Misses' Dress, made in navy, black or brown serge, in ages 12, 14, 16, 18 and 20. Only one of sixty different styles of Children's, Misses' and Ladies' Dresses.

MANUFACTURED BY

THE W. R. BROCK COMPANY (LIMITED)

TORONTO

Please mention The Review to Advertisers and Their Travelers.

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued semi-monthly | Office of Publication, 143-149 University Avenue, Toronto | March 1, 1911

A semi-monthly newspaper devoted to the Canadian dry goods and kindred trades.

DIRECTORS:

J. B. MACLEAN - - - - - PRESIDENT
A. B. CASWELL - - - MANAGING DIRECTOR

Cable Address:
Macpubco, Toronto. Atabek, London, Eng

CHIEF OFFICES:

CANADA—
MONTREAL - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

GREAT BRITAIN—
LONDON, ENG. E. J. Dodd, European Manager, 88 Fleet St,, E.C. Telephone Central 1296
MANCHESTER, - - - - H. S. Ashburner, 92 Market Street

UNITED STATES—
NEW YORK - - - R. B. Huestis, 115 Broadway, N.Y. Telephone 2282 Cortlandt

FRANCE—
PARIS John F. Jones & Co., 31 bis Faubourg, Montmartre

SUBSCRIPTION PRICE:

Canada Great Britain, United States, Australia, South Africa and the West Indies - - - $2 a year
Other Countries - - - - - - - - $3 a year
Single Copies - - - - - - - - - 25 cents
Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

Narrow Limits are Dangerous.

IT is at times very discouraging to merchants to meet with instances where people, whom they regarded as their best customers, have bought goods in considerable quantity from the large city stores. It must, however, be particularly harrowing to merchants in the very small centres of population to find that other men from neighboring towns are taking business practically out of their hands. Cases are known where enterprising merchants, eager to build up a good district trade and desirous of acquiring a reputation in near-by territory somewhat similar to that enjoyed by the large city stores in relation to the entire country, have not hesitated to go farther afield than the territory directly accessible. They secure a list of desirable people in the neighboring towns and villages—people whom they know are in a position to consider high grade lines—and these they keep posted with regard to stocks in which they would likely be interested. Sometimes a representative is sent to call upon these people, and if convenient, he takes along with him a line of samples.

It would seem correct to say that when a merchant from one town can get away with orders from beneath the eyes of a merchant in a neighboring town or village something is wrong with the latter's methods of covering his field. There would appear to be something deficient in his advertising, in the appealing power of his stocks, in that medium by which he should command the first consideration whenever home requirements are thought of.

No doubt one shortcoming in many small places, where all lines combine to make up the general store, is that the merchant at the head is not a practical dry goods man.

It may be that his specialty is groceries, that he started business as a grocer, and introduced a few lines of staple dry goods as occasion seemed to demand.

He has not given to his dry goods that degree of specializing which competitive conditions require. He may have a young man or woman in charge, but the department is allowed no very extensive latitude.

He forgets that there is a vast difference between dry goods and grocery merchandising.

The fact must not be overlooked that style and novelty have come to be the two dominant factors in handling dry goods, and coupled with this the merchant must see that he has a very intelligent lot of buyers to cater to.

The mail order catalogue has educated them: they are bound to compare the local merchant's lines with those of the mail order house, no matter how unfair that procedure may be, and immediately they see something that attracts their attention they send away for it, and frequently include an order for some other article which the local merchant can supply.

The time has come when the merchant must recognize that the confinement of one department to too narrow limits is leaving an opening for a wedge which may eventually cause a gap between him and the possibilities of his district.

Good Advertising Material.

THE service given by a store is probably the largest factor determining the extent of that store's patronage. Now that the day has arrived when a merchant's compteitor is not so much the man across the street as the catalogue house miles away, this is a point which cannot be overlooked. It is claimed that the mail order houses make many glaring mistakes.

Generally, in such cases, a courteous, explanatory letter reaches the customer and smooths things over before that person makes up her mind that the mistake has converted her in favor of the home store.

The local merchant, in the course of a year meets with many cases of dissatisfaction, but it is a question whether he uses them as he should. A good example came to the attention of The Review recently. A merchant in a town of about 4,000 had a customer who purchased a dress length from a mail order house. The goods were not satisfactory and she could not exchange it. She appealed to the local merchant, but he could do nothing for her and she had to wear the dress. That experience was enough to convert the customer. Some time later when the incident had been forgotten by everybody else, the merchant made a neat story of it and gave it to the local paper. It was good stuff and they published it. The narration was entirely impersonal, eliminating all names, but the merchant declares that the story and others of a similar character which he has had published have done excellent service in diverting business which otherwise would have gone out of town.

The local merchant can do much beneficial work for his store, by cultivating the co-operation of the local newspaper.

Start the Season Right.

THE success of a season depends largely upon the start which a merchant gives it. There can be nothing half-hearted in the advertsing, the display or the arrangement which features the opening. The only course to pursue is to plan on a large scale and measure up to it. There must be an enthusiasm in every step taken to give the season its proper pace.

For the approaching Spring, the merchant must plan on broad lines. His store organization must be complete and run so smoothly that the initial openings will pass off without a hitch to retard the future trading. It is sometimes said that a season is made or marred by the manner of its introduction. A merchant may have desirable goods, but make so poor a showing of them that the succeeding weeks had that disheartening tendency to drag. The windows may be decidedly attractive, yet the showing in the various departments be so poor as to almost suggest that the windows were a case of false pretences. There must not be one kind of enthusiasm shown in one part of the store and another brand in some other section. Millinery or ready-to-wear are not the only lines which must be emphasized with the passing of Winter. People are tired of cold weather suggestion in the store trim. There should be buds and flowers, and foilage and bright attire from one end of the store to the other—a scheme that will suggest renewed enthusiasm, as well as new stocks and everything else that can be used to indicate a bright optimism on the part of the merchant.

All in the Day's Work.

Many a merchant prides himself in his stock, fine equipment and all the rest of it, but he handicaps himself by lack of system. On this account his business drags when it should spurt.

* * *

The power to originate things, which when worked out will prove effective, spells initiative. The merchant who encourages it in his staff is proceeding along safe lines for the future.

* * *

The spasmodic merchant is one whose effort doesn't always take him to the desired goal. The persistent merchant, who has the quality which phrenologists call sticktoitiveness, gets there. When you know you have a good proposition, push it for all it is worth. A wavering grip doesn't inspire confidence.

* * *

The strenuous work required of merchants to-day demands that he be particularly careful of his health. Success will seem farther off every day that a man encourages neglect in this respect. The one is absolutely dependent upon the other.

* * *

Some men ignore the knock of opportunity because of the responsibility which obedience thereto involves. Others respond to it for the same reason and become bigger and more capable men.

* * *

It is not the easy job that makes a man. The persistent hammering away that requires him to measure up to something larger, is what causes development.

* * *

Men who are now at the head of big concerns look back and say the beginnings were mighty small. It would not have been half so gratifying had it not been for the fact that they were compelled to fight every foot of the way. In a sinking ship some men are drowned before they get wet. The good fighter is one who never acknowledges that defeat is possible.

* * *

Some salesmen declare that they know more than their employers, but fall down when the test comes. Other salesmen know more than their employer, but only advertise themselves by their grasp of the opportunity when it comes.

* * *

There are a good many merchants who will not hesitate to say that they could run a newspaper better than the man who is trying to. Yet their methods of advertising, the kind of information they expect to sell goods on, prove that they don't know what news is, though it stares them in the face from one day's end to the other.



To Help Your Easter Sales You Can Buy

F-15 Lace Edged Handkerchiefs at $2.25 dozen
F-16 " " " at 4.50 "
"Minoru" Ribbons.
"Her Ladyship" Tailored Blouses.

Test the selling qualities of our $4.50 Skirts. Cut on generous lines, well made and perfectly fitting, they will please your customers and you.

YOUR order can be filled EXACTLY and IMMEDIATELY. Mail it and get what you ask for by return.

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

Conducting Opening Events and Advertising Till Easter

Allotment of Space and Use of Display Cuts — Individual Department Opening Announcements — Use Booklets, Invitations and News Columns — Suggesting and Illustrating an Easter Value Event

ADVERTISING from now until Easter covers every department in the establishment, and will deal with the announcements of the openings in each section individually. Opening and Easter efforts are the climax on the part of the advertiser.

Advertisers should deal with each department separately if the allotted space will permit, and it is suggested that one's advertising space be given to each of the following departments—dress goods, ready-to-wear, home furnishings and millinery. The advertising for the first week in April should denote the climax in style, value and high-class announcements. This arrangement enables the proper merchandising of Easter novelties and accessories and most advantageously gives opportunities for values quoted from now till Easter to bring immediate or corresponding results.

Use More Striking Cuts.

Display cuts should be more striking than usual during these Spring fashion anouncements and should depict new dress goods, novelty ready-to-wear lines, suggestive and artistic home-furnishings plans, high-class millinery and Easter sketches, featuring Spring, flowers and foliage. Easter cuts should make free use of the symbols of the season, lilies, bunnies, Easter eggs and greetings suggestive of the Eastertide. Advertisers have a wealth of opportunity and suggestion in planning for the coming month's advertisements.

Allotting Space for March.

The allotment of space depends on the importance of each department.

In case it is impossible to carry the different sections individually, but as several combined advertisements, it is absolutely necessary that prominence be given the essential points in each particular department during the season intervening and from March 1st till Easter.

Dress goods and silks merit the first announcement, which should be featured about the first weeks in March. Style forecasts have been already made earlier in the season, and more attention and space should be devoted to creating an impression as high high style authority and perfectly high class departments, assortments, etc. Therefore, only the best materials and novelty fabrics warrant descriptions.

Dress Goods Announcements.

To do this the descriptive work comes under headings, silks, dress fabrics or wash goods, novelty wash fabrics now being advertised in conjunction with the dress fabric section to give them tone, and in keeping with the many beautiful weaves and patterns shown.

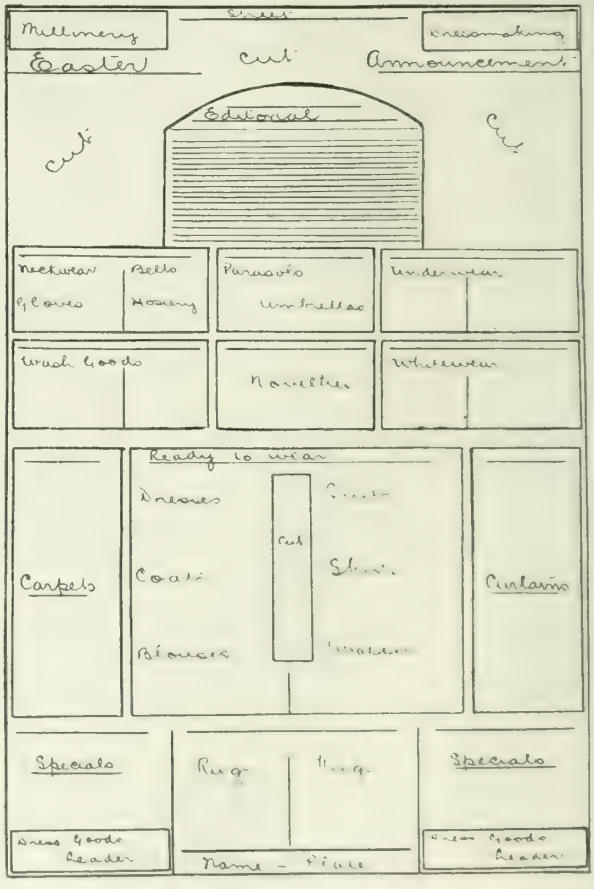
The formal announcement should be made, including the dates set and the importance of the event noted. General editorials should give authentic announcements, indicative of style trend, particular reason or demand for any merited fabrics, and also give the pleasing conditions under which the announcement is made and the displays are to be held. No limit is set to tracing style influences or description of new shades, as exemplified in the department showing.

Silks come first naturally this season, and beauty, gracefulness, weave pattern, draping qualities, and novelty all give incentive to descriptive work. Further reference to exclusiveness in weave, adaptability to particular fashions and extreme innovations displayed on the counters for this event is good advertising matter. It tends to give prominence to the high-class showing and the authority of the announcements. Descriptions of particular manufacture or extreme style effects are also important.

Dress goods can be advertised under color, weave, assortment or high class importations. Relative standing or changes of colors in the style forecast, and adaptability are used effectively. Any descriptive matter following lines of novelty exclusiveness and individuality being most advisable at this season.

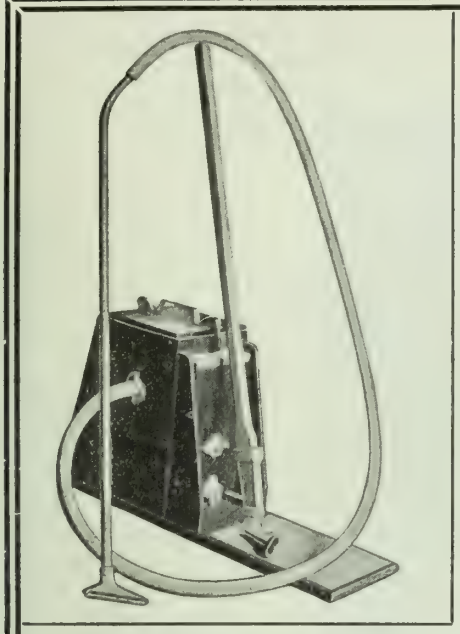
Include Wash Goods.

Wash goods have become so high class and so many novelties are now featured that in nearly all cases this demand is recognized in the advertising. Better class



Pre-Easter advertisement layout suggestion consistent with the demands of the different departments.

lines, novelty weaves, exclusive dress lengths, are now advertised in conjunction with dress fabrics and silks. Added tone is given the wash fabric section, and these fascinating weaves and patterns lose none of their individuality in being quoted and contrasted with silks. Patterns and novelties approach so nearly representing those featured in the silk fabrics that a more prominent



When a person buys any other Vacuum Cleaner, she always expresses the hope that it will be as good as "The King Edward."

The One Efficient Appliance for Home and Store Cleaning is the Vacuum Cleaner.

In the **"King Edward"** we have perfected a low-cost hand-power machine that can be handled with profit by any merchant with a good well-to-do class of custom to draw upon.

The points in its favor are manifold, and the original investment is not heavy.

POWERFUL ENOUGH FOR ANY WORK

THE GEORGE H. KING COMPANY, Limited

WOODSTOCK, ONTARIO

position is given wash goods in the advertising, lending added importance to this section and detrimental in no way to the silk fabric section.

Mention may be made of new trimmings, buttons and accessories in completing this advertisement. Regular prices only need be quoted.

Reference to the readiness of the dressmaking department to give estimates and complete an order within a stated limit will be timely. All the newest designs and styles are now to hand and the dressmaker can give concise advice. In announcing the opening it is advisable to comment on this point, and if the modiste in charge is willing she can materially help in the matter of selection, introduction and booking of orders.

Ready-to-Wear Openings.

For the second week in March the ready-to-wear opening can be announced this year. Suits, gowns, dresses, coats and misses' wear and the many lines now carried in this section must be introduced in a manner portraying the standard of excellence, novelty, exclusiveness and the importance of this particular event and department in the community.

This space must be carefully considered this season regarding the demands of the different sections within the department and the suggestion naturally is that more space be devoted to dresses and to misses' wear than in former seasons, in keeping with the stocks and anticipating the demand.

The advertisement will describe in a clear, concise way, the preparation and readiness of this department and the beauty of the decorations. Instil the spirit of Spring, as has been done in completing the display in the department. Most of all pervade the write-up with plenty of style talk. Do not overlook dates.

The approved way is to take the most striking or important garments, possibly one or two from each section, and describe them minutely, touching those points which are likely to become an influence in the season's selling, and which have been copied in the lower-priced garments. Incidentally this means that those novelties which were brought out for opening buyers and bought for display purposes must be described.

Attention directed to the style innovations regarding cloth, cut, important changes in length or fit, as featured in these particular garments, is suggested.

Notes of interest to the customer regarding points of style, change or special feature, can be shown in the display, cuts illustrating these particular features can be used to enhance the general appearance and portray the important items of the descriptive work in the announcement of the ready-to-wear opening. Petticoats, blouses and individual novelties in the accessories can also be added in completion of this advertisement.

Home Furnishing Announcement.

Advertisers will be called upon to devote an opening announcement to the home furnishing section, maybe by the third week in March, and the possibilities are for an extra effort in this season's announcement.

Comprehensive displays and importations are the lines generally featured in home furnishings—complete readiness to cater to the earlier Spring buyers is another theme. Rugs, carpets, lace curtains and draperies, mattings and oilcloths all require representation. New or improved methods of draping, new or patented improvements in home comfort arrangement must be given especial prominence. Better methods of

Concluded on Page 26

Awarded the highest prize, *"The Grand Prix,"* at the Brussels Exhibition, 1910.

HORROCKSES'



Established 1791

The Test of Time

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet

Flannelettes of the Highest Quality
See Horrockses' Name on Selvedge

Horrockses'

Manchester and London

Suggested Plan for Taxing Mail Order Business

Levy on Goods Sent Into Smaller Centres of Population, Based on Reports From Receiving Stations — The Consumer's and the Local Merchant's Viewpoint

(By Howard R. Wellington)

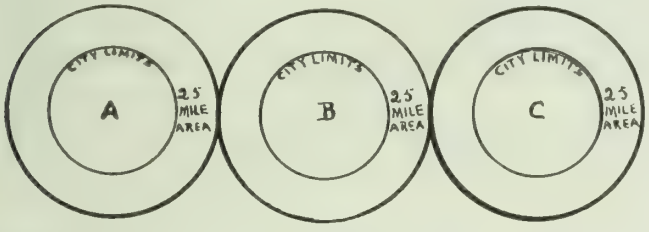
NO one will doubt the injustice presented by the large mail order concerns in diverting business from the merchants in towns and cities outside their immediate neighborhood.

Take for instance a store in a small town, located in the centre of the town, paying probably the highest taxes to the town, and yet not being supported to any great extent by the townspeople who send away to the mail order houses for their supplies, overlooking the fact that this same mail order concern is not paying a farthing to support their town, and is securing a large volume of trade. The question is often asked, why should not the mail order house pay taxes of some description for the privilege of doing business in the town and taking out of the town annually so much money?

The Consumer's Viewpoint.

It is largely a question of price so far as the consumer is concerned, and if he can secure goods from the mail order house which gives satisfaction and at a closer price than he can purchase locally, naturally the mail order house will receive some preference.

Then again the range displayed is wider than that carried by the local dealer, and affords a better selection.



There is no local patriotic spirit displayed on the part of the consumer to pay the local dealer more than a mail order concern simply because that dealer is helping to maintain his town by paying taxes and the only way of limiting the business of the mail order house and assisting the local merchant is to tax the business of the former.

A Feasible Method of Taxation.

A number of suggestions have been made as to methods to be employed in taxing the shipments of mail order houses outside a given territory, but it does not seem possible to handle the problem from the home town of the concern making shipments. The suggestion was made by a progressive merchant that the books of the express agents could be used and records made of all shipments, amounts, etc., on which a tax would be levied, which would in turn be paid to the municipality to which the goods were consigned.

A Plan to Handle it at the Other End.

The following plan could, we believe be worked out to advantage in a practical manner:

1. Each store would be allowed to do business in its own town, and within a radius of twenty-five miles.

2. Every parcel delivered to the express company must have value of contents marked distinctly.

3. Weekly or monthly reports should be made by the receiving stations, showing the name and address of the shipper, the name of the consignee, the value of each parcel received, and the total value for the period

4. These reports should be sent to a central office, where they will be condensed, and if "A" has shipped into "B" or any other territory a tax of 5 per cent. would be levied on all such shipments.

5. The revenue thus derived would be paid to the municipality receiving the goods, in place of taxes, and a portion would go to the express or freight companies for the additional expense in making reports, keeping a staff for this purpose, and possibly using additional help in the receiving rooms of the large centres.

This paper would be pleased to have any suggestions from merchants everywhere relative to the plan outlined above.

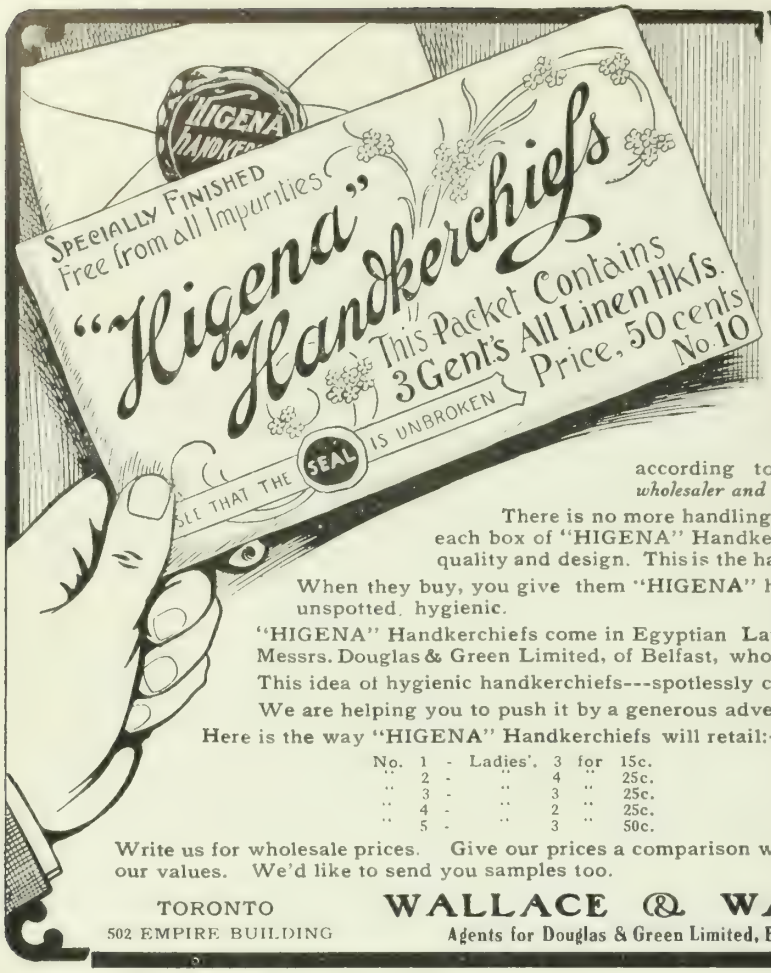
Local Merchant Issues Catalogue.

Mail order competition in wall paper business is met by a Michigan firm in a very effective way. The mail order house sends samples of wall paper to the customer, it goes right into the home where the customer can sit there and look it over and take his own time in deciding the kind of paper he wants to put on each room, and the firm have taken advantage of the same point and are sending out wall paper sample books. They do not send out ready-made books showing a lot of samples that they do not have in stock, but they have the books made from paper in stock, cutting the samples 6 x 8 inches from the regular roll and have a neat cover stapled on by their local printer.

In the book there are four or five extra pages inserted containing a good, strong selling talk on all interior decorations. The book is placed in the hands of the would-be customer so that he can examine the goods, see the designs, colors, quality, weight, and so on.

Then, on the back of each page of sample paper the price is stamped in plain figures, so the customer can measure his room and figure exactly what it is going to cost to paper the room or the entire house. All these things count. The customer can take this little sample book and sit down at home and select the pattern and figure the cost just as he would do with the big catalogue—and when he stops to think that he can get the goods right near home where he can return what he does not need, and get a little extra if he needs more, the chances are that not many are going to send away for the paper.

Moore & McLeod, Charlottetown, P.E.I., have recently issued some very bright advertising matter, the most notable feature of which is a "Winter White Sale Bulletin," of eight pages, size 11 by 9 inches. In this catalogue there is very good use of cuts, and space values have been very well estimated in the arrangement throughout. Undoubtedly the "Bulletin" proved a good trade bringer when circulated throughout the firm's district. On a separate sheet, one side of which is an order form for mailing purposes, a list of smallwares specialties and prices are given. In sending out samples of toweling, longcloth, etc., the name of the firm, and full particulars are printed on the fabric. It would appear that Moore & McLeod are giving their people some mighty good reasons in favor of home shopping.



A New Idea
IN
Handkerchiefs

No more losses and complaints because of soiled handkerchiefs---and every *customer pleased.*

"HIGENA" Handkerchiefs come in sealed *packages*---one, two or three in a package---according to quality and price. This package protects *the wholesaler and dealer*---quite as much as the customer.

There is no more handling of handkerchiefs in warehouse or store. With each box of "HIGENA" Handkerchiefs there in one loose handkerchief to show quality and design. This is the handkerchief you allow your customers to handle.

When they buy, you give them "HIGENA" handkerchiefs in packages---fresh, unwrinkled, unspotted, hygienic.

"HIGENA" Handkerchiefs come in Egyptian Lawn and pure Irish Linen. They are made by Messrs. Douglas & Green Limited, of Belfast, who originated this idea of package handkerchiefs.

This idea of hygienic handkerchiefs---spotlessly clean---*is a go.*

We are helping you to push it by a generous advertising campaign in the newspapers.

Here is the way "HIGENA" Handkerchiefs will retail:—

No.	1	- Ladies',	3	for	15c.	No.	6	- Gents',	2	for	15c.
"	2	- "	4	"	25c.	"	7	- "	3	"	25c.
"	3	- "	3	"	25c.	"	8	- "	2	"	25c.
"	4	- "	2	"	25c.	"	9	- "	1	"	25c.
"	5	- "	3	"	50c.	"	10	- "	3	"	50c.

Write us for wholesale prices. Give our prices a comparison with what you are paying now. This will prove our values. We'd like to send you samples too.

TORONTO
502 EMPIRE BUILDING

WALLACE & WALLACE
Agents for Douglas & Green Limited, Belfast, Ireland

MONTREAL
504 CORISTINE BUILDING

The Attractiveness of Good Linen

THERE IS NOTHING in the world that proves such a constant delight to the house-proud woman as good linen, and

"OLD BLEACH" LINEN

"Old Bleach" Linens

excel all other makes in this respect. That's why they are the best selling lines ever offered to the trade—the line whose durability is unequalled, because only the reliable 'sun-bleaching' process is used.

What are you doing towards getting your share of this profitable trade?

You can add to your prestige and increase your profit considerably by featuring "Old Bleach."

"Old Bleach" Linens are made in Table Damasks, Towels, Huckabacks, Diapers, Sheetings, Holland Colored Linens, Embroidery Linens, Hemstitched Sheets, Pillow Cases, Baby Towels.

Try a sample order of our Art Towels! They will surely convince you of the values we are offering.

R. H. COSBIE

Irish Linen Agency

30 Wellington St. West

Toronto

Local Merchants Demonstrate Merit of Home Values

Prove to Customers That They can Give Them Goods and Service in Every Was as Satisfactory as Those of the Mail Order House — Many Instances During a Year in Which Merchant can do Much Educative Work

MANY times during a year, the local merchant has an opportunity to demonstrate to customers that he is fully entitled to a larger share of their patronage.

Comparisons between the values that he is offering and those listed in the mail order catalogue tell a story that is decidely in favor of the local merchant in many cases.

It is not always the merchant's privilege to know directly why a particular customer will begin to buy from him goods which he knows she never bought in town before, but he is wise enough to read between the lines, and say nothing. That person has either been dissatisfied with her purchases abroad or else the wide-awake advertising has made a telling appeal. These kind of customers hardly care to admit that they have been converted. They have to be brought along very carefully and in time the merchant will number them among his best.

When Good Advertising Counts.

A very great deal may be done by advertising. It is an easy matter for the merchant to so conduct his publicity that his values will suffer nothing when ranged along those listed in the catalogues from the large cities. Intelligent buying will place him in a position where he will often have an advantage in the argument.

There are people who boast that even if they saw an article marked at a lower price in the home store, they would prefer to buy it from the mail order house, simply because they are confident that, when it is shown by the latter, it is correct style. To overcome this, the merchant must hammer away upon the fact that his goods are in every sense up to the minute. True, he may confront the argument that articles from the city stores are sometimes more exclusive, but people cannot get away from the fact that mail bought goods are just as liable to duplication, and in that event more likely to carry with it the suggestion that it was a bargain cheapened by an abnormal run in the city.

Demonstrate in Exchanging.

Sometimes the merchant is asked to change garments or articles bought in the city, which for some reason or other are unsatisfactory. He is foolish if he encourages the impression that he will exchange any old thing, but there are occasions when he can turn such an experience to excellent advantage. Mail order houses make it as easy as possible for people to exchange unsatisfactory goods, but there are times when the customer cannot wait. She appeals to the merchant. Should he see fit to accommodate her, he may then find it possible to demonstrate tactfully the merit of his values. Te appreciative customer will never forget such a service. It is good advertising.

A good example recently came to the attention of The Review. A lady in a small Maritime town had sent away to a mail order house for a pair of corsets, and paid for them $3.50. They did not suit her form, so she went to a local merchant and asked him to oblige her by exchanging for a pair that would fit. Without any hesitation, she was shown different models, and she decided on a $3.00 pair. She refused to take the 50 cents, which the merchant offered her, in goods or money. The corsets fitted her so nicely and wore so well that she recommended them to two other ladies, who each called and selected a pair. They undoubtedly told others who did likewise. The exchanged corsets were sold at $3.00, so that the merchant lost nothing.

Surprising the Customer.

Another merchant states that they had accommodated a lady by exchanging a mail-bought garment for her. She had immediately bought from him a good bill of goods, and became one of his best customers. Had he not obliged her, he probably would never have seen her again. The demonstration had some converting influence.

Here is another case where a local merchant showed up the fallacy of the impression that mail order goods are cheaper. He was asked to exchange a pair of 85 cent slippers. He took the lady to the shoe department, and showed her that he had the same line at 75 cents, less 5 per cent. for cash. He exchanged them and needless to say the lady was not only surprised but pleased.

That everything a person buys from a mail order house is not what it is cracked up to be, was demonstrated by a men's furnisher. A customer asked him to exchange some half hose bought in Toronto, as they were not the right size. On examination, the cashmere hose were found to be cotton and wool. The merchant showed the man where he had been taken in, and he willingly sold his half hose at a loss, giving the merchant his price for a good reliable pair.

Where Common Sense Paid.

Two other cases in which merchants used common sense on this matter, seized upon the advertising value of a proposition to exchange, demonstrated the merit of home values and won good customers, also came under the observation of The Review recently. The merchants describe the incidents as follows.

A lady who never before had been in the habit of coming to this store, but purchased all their requirements, even to groceries, from a mail order house, called with a garment which she had purchased, and said it did not turn out to be what it was represented, either in fit or material. She asked if she could exchange same for something in a better quality. Without any hesitation I said "yes," we would exchange it.

We decided to accommodate her, and after looking through our line she selected a higher priced garment. Our action in the above has made one of our best customers in this lady, and we have traced several sales of similar garments to her friends, which I feel confident we would not have got.

Writing of the second incident cited, the merchant states: Some time ago a lady, not a customer of the store, asked me to exchange a pair of gloves procured from a mail order house, price 79c, saying they were not as good as she had expected, and she wished a better pair. I saw an opportunity to win a new customer, and exchanged for a pair of $1.00 guaranteed glaves, charging her the difference. The lady was greatly pleased, and made other purchases to the amount of $6.75, the first

NAIAD



—UNSEEN—NAIAD PROTECTS—

THE NAIAD DRESS SHIELD

IS A WINNER

Many are the reasons that give the "NAIAD" a first place in their line.

1. Well dressed women want a Shield that is free from odor. The "NAIAD" is odorless.
2. They want a Shield that will give good wear. "NAIAD" does not deteriorate with age and fall to powder in the dress.
3. Every woman wants a Shield that is clean and easily kept clean. "NAIAD" can be easily and quickly sterilized by immersing in boiling water for a few seconds only.

Other good points about the "NAIAD," but too many to tell in to-day's news.

—"NAIAD" IS A BIG SELLER—

Sample Book and Prices on Request

Wrinch, McLaren & Co.

77 Wellington St. W., Toronto, Can.

SOLE CANADIAN MANUFACTURERS

NAIAD

in our store, and has since been a regular purchaser. We would not care to ask more than 50c for the gloves taken from her, but her trade since has been many times more value than the price of gloves.

Should Not Conceal His Ability.

The Review does not give these instances in advocacy of a policy which welcomes opportunities to exchange articles bought from the mail order house. That is a matter upon which the local merchant must exercise his own judgment. The cases are cited in substantiation of the merchant's ability to frequently give the customer goods which compare favorably with those bought by mail, values which are often superior, and a service which, because of its accessibility, is by far the more advantageous to the local customer.

Instances such as those cited should, if properly brought to the notice of the people, and followed up by sound, practical advertising, based on value and service, win for the merchant much of that direct consideration to which he is entitled.

Conducting Easter Displays

(Concluded from Page 21.)

displaying these fabrics in the section should also be noted. Some advertisers advertise lines according to the different rooms of a house or home.

It is always most advisable that a high-class trend be given in keeping with new importations and also in touch with other departments, according to the general plan of advertising suggested for March. This can be most successfully done, and a very elaborate setting be given to the opening display advertisement of the home-furnishing section.

Millinery Opening Announcements.

For the millinery openings the advertiser is given every latitude possible in announcing this important event. Opportunity is taken to combine the complete season's high class importations and creations of the entire store in one deciding style function, and the announcements cover this.

When the date is finally decided upon it is sometimes customary for the advertising department to issue booklets or special invitations to the millinery openings, and conspicuous throughout is the message to see, to enjoy and incidentally to buy.

It is necessary to convey the readiness, profusion, exclusiveness of millinery creations, and the fact that the secrets regarding Spring millinery styles are out. Contrast with this all other millinery openings or previous displays held by the firm, and announce an opening far surpassing all former efforts of displays, creations, novelties and importations.

Conduct an Easter Value Event.

This year the openings are over in good time, and it is suggested that, Good Friday coming on April 14th, that merchants quote value advertisements for ten days and commencing the Easter program about Wednesday, Apr. 5th, or Saturday, Apr. 8th. This allows perfect advantage being made of both Saturdays' business, preceding Easter Sunday. Customers who are traveling, coming or going, take advantage of the holiday rates on the railroads. Bids are, therefore, made for their custom, and lines especially suited to holiday wear are advertised. The announcement will cover all the requirements of Spring, personal and otherwise, as combined in entire stocks offered at Easter time and following the Spring openings.

FANCY GOODS NOTIONS and TOYS

Leather and Velvet Bags

Suedes in Great Favor — Seven to Nine Inch Frames Preferred — Black and White and Tan Leaders

GREAT interest is now being concentrated on the output of hand bags for Spring, 1911. The velvet bags have been an unmitigated success and as a result are seen in a variety of styles.

While black is the favorite, parma violet, dark brown, and other deep shades to go with the Spring costumes have been observed. Precisely the same styles are also seen in suedes.

The seven to nine inch frame is the acknowledged leader. Moire linings and cordeliere effects are also universal in this class of bag. Popular numbers show chain handle. A novelty frame showed heart shape when the bag was opened. Another very pretty variation on the velvet style is the jewelled and embroidered black bag now being shown by fancy goods wholesalers.

The Coronation Bag.

A seasonable little novelty is the Coronation bag. This is a popular-priced article, very artistic in its get-up at small cost. It is of undressed leather in all the deep, soft shades. It is square in shape, about 6x6 inch., and in the form of an envelope, with dome fastener. It has a bar or stick of gold or silver with ball ends, and attachment of cord and tassel as handle at either end.



The Coronation Bag, all shades, Suede leather. Manufactured by Flett-Lowndes Co , Ltd., Toronto



Novelty Bag, Suede Leather. Manufactured by Flett-Lowndes & Co., Ltd., Toronto.

The correct calling pocket-book is long and narrow of white calf with strap or handle to match, and containing card case, purse, etc.

The newest imported hand bags are frequently outfitted with toilet articles, mirror, brush, puff in special pocket, etc. Calf and seal will remain good staple leathers, suede being the style note of the season.

In shape, bags show two distinct styles, namely, the suedes or velvets above described, with rounded metal tops, and the square bag of leather which is the everyday staple. The latter comes preferably in 9-inch size, and is usually of calf or seal, though it too is being featured in suede.

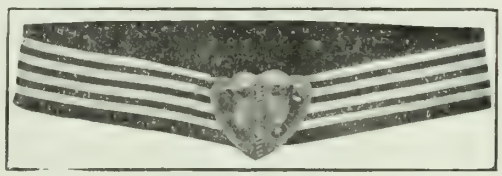
Mounts are of dull metallic effects featuring filigree and chasings as a novelty.

⊙

Novelty Leather Belts

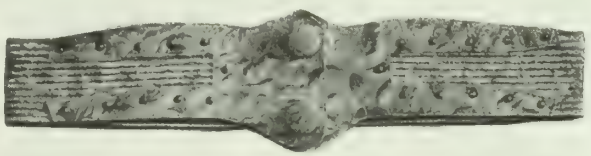
Leather and Elastic Combination — Tans are Leading Off Strongly for Spring Business

As the Spring openings have prominently featured the two-piece suit again, clouds that threatened the belt maker have cleared, and much ingenuity employed on the turning out of belts which are up to the minute in every detail.

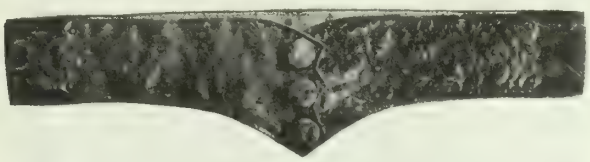


Black and white silk belt, by Flett-Lowndes & Co., Ltd., Toronto.

A handsome new line consists of pressed leather, embossed and colored, usually floral design in natural shades somewhat modified, and used in combination with an embossed elastic similarly decorated. The result is that of a belt absolutely new and of faultless workmanship, possessing several unusual qualities. The latter gives stability to the shape in front and at the back, a buckle being dispensed with, and the belt strictly tailored, self-fastening and button-trimmed. The elastic at the sides causes the belt to fit any waist, saving the loss on odd sizes.



Belt of Embossed Leather, with Elastic, in Floral Design. Shown by Western Leather Goods Co., Toronto.



Belt of Embossed Leather and Elastic, studded with Steel. Shown by Western Leather Goods Co., Toronto.

One very handsome specimen was of gold-colored elastic and buff leather, both embossed with dull blue corn-flowers and the whole trimmed with steel studdings.

A black and white striped effect was one of the popular leather belts. Strips of the black were stitched on white ground, or vice versa in magpie and jackdaw effects.

Smallwares and Notions

You can do bigger business and make better profit in your smallwares and notions department if you are selling the extensive range of

E. H. Code's SMALLWARES

We have a host of novel and attractive designs in Hat Pins, Side and Back Combs, Embroideries and Laces, Trimmings and Hair Goods, Hair Pins, and Hair Nets, etc., that cannot fail to boost your sales.

Write for samples and details

E. H. Code, 223-225 Sparks St., OTTAWA, ONT.

LIDDELL'S LINENS

are without a shadow of doubt in a class by themselves as regards quality, attractiveness, design, strength and durability.

Your best customers,—those with money to spend—will insist on having Liddell's Linens once they know of their virtues, and you should make a point of being ready to supply this demand.

The Liddell line comprises bed spreads, sheets, pillow slips, tea cloths, damask cloths, napkins, etc. Get details from

R. H. COSBIE,

30 Wellington St. W., Toronto

IRISH LINEN AGENCY.

A similar style came in fabric, the black and white silk being faced with black moire. Many buckles are self-covered, others being of dull metals.

A large handsome shadow check io all the light summer shades, as well as black and white, was featured for outing wear.

As usual tan leathers, especially in the popular suede, are leading off strongly for Spring wear. Black follows, with buff and champagne shades considerably noticed.

Elastics are selling excellently as before, both studded and plain.

Embroideries and Linens

Greyish Linen, Rep and Bonnazed Effects -- Some Display Hints

Greyish linen predominate as the art-needlework fabric this year. Bonnazed cloths are also seen, and some fine specimens of stencilling has foundation of scrim, others of the heavy-ribbed repp in deep cream shades.

Sets for living-room or bedroom consist of all washable accessories complete, scarf, pin-cushion cover, pillow-slip or cushion cover, etc. The idea of matching the room throughout is now the dominant note in such articles.

Besides the solid embroideries in art nouveau or art moderne effects, much use will be seen of cords and braids, alone or in combination with stencilling or embroidery.

Very rich dark colors are in use for high-class trade. Embroideries show distinctly Egyptian colorings, the dull metals being favored. Mercerized flosses, wood silk or silk floss are the threads used. Solid geometrical designs are featured as a high novelty.

The peacock design was seen recently in particularly attractive form. The whole bird was represented in natural shadings, with touches of antique silver on a grey linen background.

A word to the wise is sufficient. The retailer who knows will not display high-class goods such as the above flat on his counter. Thrown over a rack or stand, such articles appear at their artistic best and are infinitely more decorative and showy than when thrown down carelessly.

For popular trade, floral designs on cushion tops, scarfs and covers will enjoy continued popularity.

Jewelry of the Season

Pearls and Coral Featured — Return of the Cord and Tassel for Neck — Bolero and Fichu Pins

The season promises to be one of the best on record for pearls. All varieties at all prices are expected to sell well, colored pearls are shown as a specialty for Summer dresses.

A new neck accessory is the silver or gold cord and tassel, not unlike the cordaliere of recent fame. This, however, is distinctly a 1911 article, and comes in metallic effect in all the new shades, as well as the gold and silver.

Girdles in the same style, plain or braided, with barrels and cabochons to match are designed for wear with high-waisted dresses, to define the outline of the hip.

Fichu and Bolero pins, in long bar shape, are now established as one of the leaders for Spring and Summer.

Coral Beads.

Coral beads are in great demand at the present time for a variety of purposes. They are wanted as a mil-

For Your Toy Department!

GAMES

We beg to announce that we are now showing a full range of new and popular games, the manufacture of

Roberts Bros., Gloucester

At our Showrooms

64 Wellington Street West, Toronto

The line is full of many attractive novelties, and merchants are invited to make appointments to inspect same at earliest convenience.

CATALOGUE MAILED FREE ON REQUEST.

These goods are sold only for importation and can be delivered when required.

Defriez & Woodman

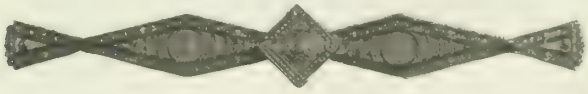
linery accessory, for combination with porcelain or china in the new wide beadings, and for necklaces.

The real coral in its natural state has great beauty of coloring.

This may be retailed at from 50c a string upwards. It is the round, cut bead which is so expensive, genuine necklaces costing several dollars. The color is pinkish rather than red. In carrying these lines the retailer should be careful not to expose to too bright sunlight, as the color sometimes fades.

The Shirt Waist Ring.

Another "dernier cri" from abroad is the shirt-waist ring. This should prove a good line for a merchant who wishes to put new vim into his stock at a small outlay. The ring may be of sterling silver, plain or gold washed, or of gold. It is small, to be worn on the little finger, and has a very smart, masculine touch of heaviness about the setting, which is usually of a large flat semi-precious stone. Fastidious dressers choose the ring to match the waist or its accessories, such as the waist set, the collar, etc.



Four-inch Bolero or Fichu Pin in Dull Metal Shades, Persian design. Shown by Wrinch & McLaren, Toronto.

Hair Goods and Bandeaux

Increase in Popularity of Fancy Ornaments—Coiffures Show the Part and Psyche Knot—Bang is Newest Feature

There are to be many varieties of hair ornaments and bandeaux for the coming season. The simpler designs will be in universal use on junior coiffures, ranging up to eighteen years of age. These will be worn on practically all occasions, calling for great variety according to the use designed. From the simple ribbon, for tennis wear, which is now indispensable, the bandeaux will increase in elaboration. Folds of satin will be much used in shade to correspond with afternoon frocks, as also will velvet bandeaux. Both of these will show dainty touches of beading, such as coral or white porcelain. Wreaths of made ribbon flowers will also be seen for evening wear, and many bandeaux will display the popular new ribbon embroidery in flower designs, the single motif over either ear being a favorite.

The coiffure of the hour displays the bang as its novel feature, while the universal rule is for the part in the middle and the low dressing with Psyche knot or the somewhat higher arrangement with curls and puffs. It is a significant fact that the ears are frequently hidden in either case by low-drawn coils or by dependent curls.

Barrettes are Large.

Barrettes are now of larger size than ever, strand and buckle styles being the prominent lines. Jigsawed numbers are plentiful and very pretty, especially with the popular rhinestone setting.

Combs are quite high, some in Spanish style, and the back comb may be confidently expected to make a good advance during the next few months. Metallic effects in mountings have been heralded by the trade, but not yet arrived.

Saner Use of Artificial Hair.

Commenting upon those indications which point to a saner use of artificial hair, an authority has this to say: Parisian, as well as American women of fashion are discarding the towering masses of artificial hair as unsightly. Already the edict, "Be natural," has circled the style centres of the world.

SCHLOSS THE BELTMAN

"BLACK and WHITE"

ARE THE LATEST EFFECTS IN

Elastic Belts

I HAVE A FINE LINE OF THEM

Join the procession. Call or write for samples.

Louis Schloss, 621 Broadway NEW YORK

BUY FROM THE MAKERS, AND SAVE MIDDLEMAN'S PROFITS!

NOTTINGHAM — CALAIS — PLAUEN — BARMEN

Spitzer Bros. & Co. Limited

HEADQUARTERS FOR IMPORTED

Laces Embroideries Nets etc.

63-65 BAY ST. TORONTO

J. FRED LEITCH MANAGER

Quality Right — Prices Right

Send for Samples

always carry a very complete stock of Laces, Embroideries, Nets, etc, for every purpose, which cannot fail to meet every requirement of your trade.

We have on hand a very varied line of Lace and Embroidery Trimmings suitable for Ladies' Garments and Neckwear.

Send along a trial order. We can guarantee the promptest service.

Montreal Agent, JOHN McBOYLE, 314 Coristine Building

TIDINGS FOR THE TRADE

GOODS THAT HELP TO MAKE THE SPRINGTIME

OUR GARDEN of Goods is in full bloom. Here are some of the flowers: Cordelieres in **Moire Antique** are growing handsomely, and are being plucked rapidly by knowing ones. Yes: it is still Cordelieres. You should see our displays also in **Velvet Calf** in all the **Pastel Shades,** including the new **Helen Pink**—a White House inspiration.



Speaking of color, special mention may be made also of **Royal Oak Brown** and **Cornflower Blue,** reigning shades of the season, well in evidence here.

All the soft finished leathers—**Suedes, Mochas,** etc.

But especially a **New Enamel Leather** that is worth looking into for smoky towns. Wears well, sheds dirt, and is washable. The factory chimneys have no terrors for it. Yet it is dressy enough anywhere.

And a **new line of Frames** is shining forth. Effects are in Polished Silver, showing fine hand engraving, which is now the most fashionable decoration.

Enough has been said to show "how our garden grows," but there is plenty left for you to discover and profit by in addition,

P. W. LAMBERT & CO.
MANUFACTURERS OF FINE LEATHER NOVELTIES
64-66 LISPENARD STREET NEW YORK
Canadian Representative—Mr. S. Abrahams, 16 McGill College Ave., Up. 1849, Montreal

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THE PHŒNIX HAIR GOODS MFG. CO.
Of New York

TAKE pleasure to announce that they now have a direct representative in Canada — Mr. Thompson Christie—whom they introduce to the trade, with the confidence that their needs will conscientiously be taken care of.

CANADIAN OFFICE·
108 ST. JAMES CHAMBERS
Toronto, Can.
NEW YORK OFFICE·
50 WEST HOUSTON and
153-5-7 GREENE STS.

The use, in senseless quantities, of false curls, puffs, switches, rats, and other artful aids to making one's coiffure seem what it is not, is regarded as passe and vulgar.

While at one time they were in good form among the well dressed, they were quickly followed by those droll exaggerations which come in the wake of even a rational style, and prove to be its death-blow.

This change in the fashion of arranging Milady's hair has revived the old-time and agreeable vogue of fancy combs, barrettes, pins and like ornaments for lending individuality to the dressing of one's hair. The Empire style seems to be the prevailing fashion just now in Paris, and other centres and this style lends itself well to an artistic and graceful display of back combs, barrettes, etc.

These ornaments come in many novel designs, both plain and mounted and are to be seen in all the smart shops.

DRY GOODS MAN ON RECIPROCITY

At the annual meeting of the Wholesale Dry Goods section, Toronto Board of Trade, W. R. Smallpeice, the chairman, in his annual address spoke as follows with reference to trade expansion, the proposed reciprocity agreement and action taken to secure cheaper rates for legitimate buyers to the large centres :

Very Successful Year.

"Reviewing the business of the past year, everyone rejoices at the fact that it exhibits expansion, has produced good results on gccount of the firmness (if not upward tendency of raw material and labor), and can almost be regarded as one of the most successful in the history of the dry goods trade.

"In spite of the fact that our Northwest crops were not as large in point of quantity as the previous year, the increased price produced possibly as favorable returns as the phenomenal crops of 1909. Our Northwest is growing by leaps and bounds with the steady influx of immigrants and the rapid extension of transportation facilities.

"It is gratifying to be able to report that the French treaty and the withdrawal of the German surtax already indicate beneficial results, but while reflecting on the benefits of these two advantages, we cannot help but view with anxiety the proposed reciprocity treaty between the United States and Canada.

Agreements that are Dangerous.

"During the past few years through the trade policies of the present and previous governments, Canada has been most successful both in the expansion of trade and increase of population, and it would appear that while conditions are so flourishing, it is rather dangerous to enter into an agreement which would have such far-reaching results in the future development of our heritage.

"It does not appear that the dry goods trade will be directly affected by the ratification of the treaty, but the tendency, we fear, in the general trade of the country, is the direction of the trade west of the Great Lakes, North and South, rather than East and West by which the older provinces who financed and paid for the construction of the original railway may be cut off from their rightful benefits in the growing West. We read recently with immense satisfaction the Railway Commissioners' report in regard to the new express schedule, and this section is pleased to know that its vice-chairman and other members put the solid facts before the commission in such a clear and concise manner, which no doubt assisted in the rendering of a verdict, doing justice to the shipper.

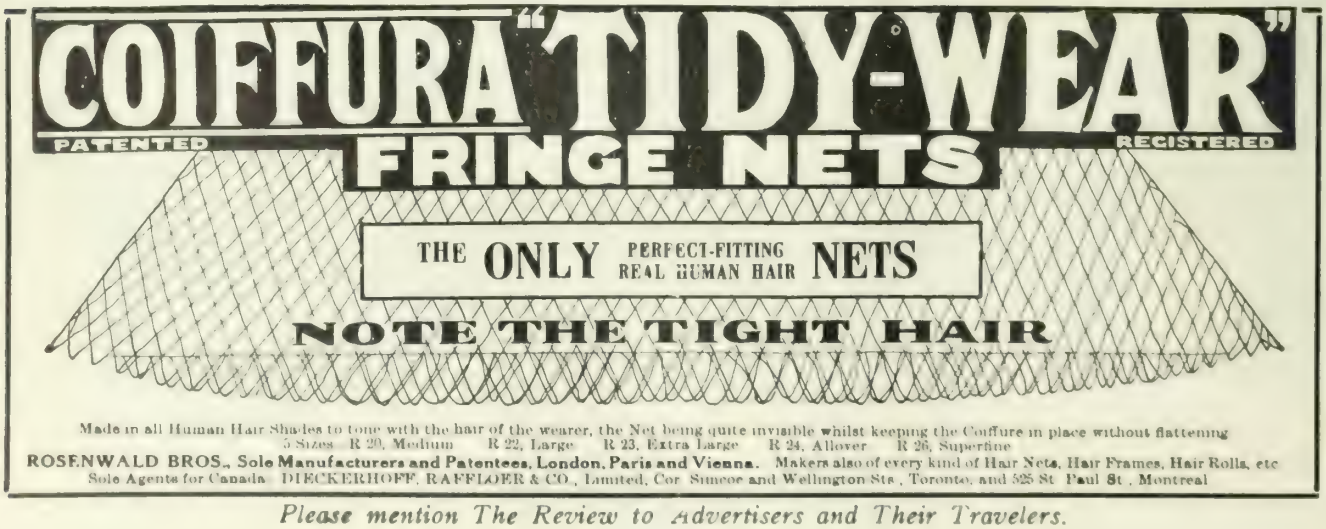
For Cheaper Rates.

"The only business that we have had to consider was that of endeavoring to secure cheaper rates for legitimate buyers visiting the large trade centres, weekly or monthly, which could not help but be an advantage both to the railways interested and the wholesale merchants and manufacturers generally.

"The sub-committee appointed by your section had several meetings and eventually sent a report to the general council, who appointed a sub-committee to interview the railway authorities at the most favorable time.

"We have already gained some advantage by our agitation, the general secretary having informed us that the railway officials are going to keep him posted as to dates of various excursions, which may take place from time to time, and which buyers could take advantage of. This information can be secured from the secretary by any member desirous of making use of it."

The following officers were chosen for the ensuing year:—Chairman, W. R. Smallpeice, re-elected; vice-chairman, J. C. Douglas ; sec.-treas., F. C. Morley; executive —Jas. D. Allan, A. T. Reid, Henry Brock, R. A. Nesbitt, C. B. Lowndes, John D. Ivey, John Muldrew, J. P. Watson, John Northway, J. W. Woods, A. M. Ivey, A. F. Rodger, John Macdonald, F. C. Daniel, J. C. Green, Douglas McCall, Chas. Marriott



Please mention The Review to Advertisers and Their Travelers.

Little Darling and Little Daisy



Children's Hosiery

Mothers who once buy a pair of LITTLE DARLING or LITTLE DAISY stockings come back and insist on "the same kind again."

This is the reason, in a nutshell, for the constantly increasing sales of these two popular brands of Infants' Hosiery.

Made in black, tan, cardinal, sky blue, pink and cream, and all sizes for infants' and young children's wear.

ORDER FROM YOUR JOBBER

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland,

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.





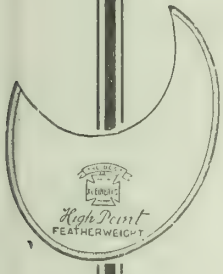
Four Real Reasons

WHY YOU SHOULD HANDLE

Trade  Mark

Kleinerts

DRESS SHIELDS



WASHABLE



1.—They are known throughout the world as the standard of excellence.

2. You can sell many times more "KLEINERT" Shields than any other make.

3.—"KLEINERT" Shields sell themselves. They are asked for by name, and are always in demand.

4. You may pay a little more for "KLEINERT'S," but the profit is larger. You sell more shields.





Make a generous provision for the "KLEINERT" line.

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The I. B. Kleinert Rubber Co. Limited

Wellington Street West

Toronto





SERVICE

There is no department in the Dry Goods business that shows results of careful attention more than the Neckwear department.

The Neckwear case is the first to attract the attention of the average well-dressed customer, and the character of the dress accessories shown is usually taken as an indication of the store in general.

We are specialists in Neckwear, and for a number of years have been watching every style tendency in order to provide merchants with novelties at the earliest possible moment, as has been the case with the Merry Widow Bow, the Dutch Collar, and other such novelties.

Our salesmen are also specialists, and are at your service.

THE singular success of the Merry Widow Bow, Peter Pan Collar, Etc., coming out at this season yearly, has aroused an expectation which the EVANGELINE COLLAR will meet.

This model is made up in a large variety of designs which we strongly recommend to you.

The "EVANGELINE" is a collar most gracefully adapted to the low cut styles of the coming season. This collar has a daintiness and demureness which mark it for unusual popular favor.

This style of collar has the authority of Paris and New York for the low cut design and may be worn with silk, net, cotton or chiffon waists.

See range with salesmen

Ladies' Wear, Limited

Toronto

F. P. EVANS,
President

W. F. GOFORTH,
Vice-President

LADIES' WEAR, LIMITED Makers TORONTO

DRESS ACCESSORIES AND NECKWEAR

Lace and Embroidery Season

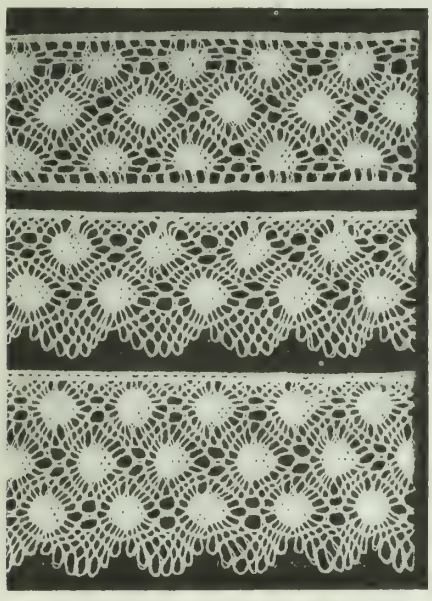
Activity in all Lines, Particularly Wash Goods — Vogue of the High-class Laces — Metallic Lustre Effects in Trimmings

A LINE that stands out prominently at the present moment in the field of dress accessories consists of the new laces and embroideries for Spring and Summer, 1911.

It is a lace season "par excellence," and the merchant who salts his stock with novelty features ought to do a record business.

This fact is verified by the good orders which have already been placed on all sides, and by the unusual activity of the making-up trade.

Staple lines have been infused with new life by the arrival of strikingly novel features. Both styles of cutting and of materials demand the use of lace.



Real Linen Torchon Lace. Shown by Spitzer Bros. & Co., Toronto. This is the best reproduction of the old-fashioned hand-made lace now in vogue.

The single, applied-motif idea or the new bandings, are appearing in great variety and richness than ever before. They are made of lace and embroidery from neck to hem. As it is a season for white, or white embroidered in color, the situation is simplified for the retailer, and he risks little loss.

In addition to the above, coat sets, separate collars, and a vast number of small accessories of every sort, bows, jabots, medallion motifs, etc., combine to emphasize the fact that this is a season for embroideries and laces.

All-overs and Flouncings.

Swiss all-overs and flouncings are in fine position at the time of writing. Matched sets are, of course, the chief feature. Bandings and galoons are included in these, being freely used for the girdle and as garniture on the waist, at neck and cuffs, and as beading for the flounce

What Buyers Should Take.

Embroidery sets of all-over, flouncing and bandings.

Galoons and medallions of lace and embroidery for lingerie dresses.

Venise laces, all-overs and bandings, also Dutch collars, coat sets and separate motifs.

Guipure laces, especially the narrow edgings, Guipure-trimmed jabots, collars, etc.

Cluny laces for blouses. It is much used under veiling materials and for underwear.

All Chantilly laces, bandings and all-overs, for millinery and for light-weight dresses.

Tunic over-dresses of lace or embroidered or lace-trimmed chiffon.

Sheer, Swiss-embroidered stock collars with or without tab jabots.

Sailor collars of lingerie or lace for wear on coat or surplice peasant waist.

Large collars as above, with cuffs, made of satin, as coat accessory. Black and white stripe was recommended.

"Marie Antoinette" fichu collar with jabot ends.

All regular Dutch collars in lace or lingerie.

Bows of black satin, small or large, with bead-trimming of coral or porcelain.

Bows as above with ends in fall effect. All variations of the fancy ribbon jabot in this style.

Jabots, particularly washable numbers, in all varieties.

Filet meshes and small chenille dots in face veilings.

Calla lily novelty bow for Easter.

Tosca nets, and great variety of new metallic nets and tissues for trimming purposes.

Dew spotted tulles and nets for scarves, etc.

Paquinette of shot chiffon in combination with grey, tassel of white cabochon and dependent white sequins.

Large, square scarves for evening wear, borders in modified Persian effects in pale shadings.

Black and white striped ribbons.

All striped effects, self-colored or Dresden in ribbons.

Satin and velvet ribbons in wide widths. The latter specially featured.

Coral beads for trimmings, also trimmings showing touches of coral.

White china or porcelain beadings as a specially good seller.

Coral fabric to give touches of color on white or black and white.

Hair Nets



"HOLD TIGHT" No. 43

SELF ADJUSTABLE, REQUIRES NO PINS

The only Net which deserves the name or to be called "Self Adjustable."

Made of Real Human Hair in all shades, shapes and sizes.

"HOLD TIGHT" No. 25, 31 and 37 require only two pins to keep them in place. Made in cape shape.

Let us send you samples and quote prices

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The Greatest Austrian Hair Net Manufacturer

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79-83 Wellington St. West - Toronto

on the skirt. A striking effect was seen where the peasant sleeve was made in one with an under arm and side panel running down to the hem of the skirt. This panel was of all-over embroidery and was edged on both sides with a 2½ inch banding to match.

A pretty marquisette dress had deep Swiss flouncing, beaded by embroidered band, girdle of the latter, and peasant blouse and sleeve encrusted with medallion motifs of the same.

A bolero medallion motif was applied on a dress of the same material in conjunction with a front panel of two bands sewed together lengthwise. A deep flouncing ran on each side from front to back panel.

Scalloped flouncings are frequently finished with a plain hem of the material used as a groundwork for the dress. Others have Valenciennes lace edge as a finish.

Filet Laces Prominent

Filet meshes are now featured in every variety of dress accessory from the popular wide banding to the coat collar. Filet all-overs come in nets for blousings from the plain to the very lacy patterns. Dutch collars are now seen in filet in similar styles and variety as in the popular Irish.

This lace is particularly effective when used in wide bandings on Summer dresses. The white and cream numbers were applied as foot-band on the new, narrow skirts of very thin, colored goods, voiles, silks, mulls, etc. Narrower bands to match were used on bodice and sleeve.

Guipure, Venise and Cluny.

Guipure lace edgings are prominent at the present time for a variety of purposes. New washable stocks have them, and they are used as trimming on all the new neckwear styles. Lingerie and underwear also show guipure.

Heavy bandings of the same are featured for use on linen dresses.

Venise and the kindred flat laces are enjoying a fine run of popularity. Handsome imitations are, of course, the selling line. These could not be distinguished from the real article at a distance of one yard. All-overs, collars in all shapes, yoke pieces, and bandings appear in Venise.

Cluny lace is in great demand for underwear and for use wherever a lace is veiled with chiffon or net, in dresses or waists. This heavy, effective lace lends itself admirably to veiled effects.

Peasant blouses of Cluny veiled with chiffon have had an excellent run and are promised further popularity. A favorite use of the lace was in bands about three inches wide, applied in patterns much like the ordinary use of Valenciennes or any lace insertion, the whole being veiled with diaphanous material.

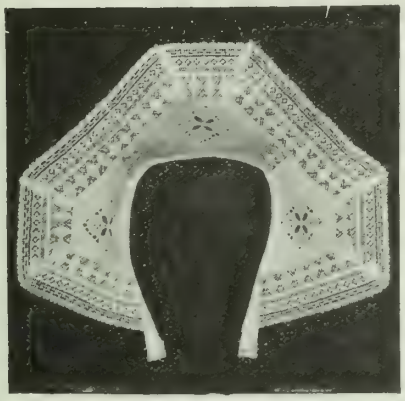
Collars and jabots finished with Cluny are much in evidence.

Chantilly a Leader.

As indications stand, Chantilly, in black, cream and white will run during the coming season even better than last. Bandings and laces are of quality and price specially designed to meet demand for a high-class trimming suitable for very light weight Summer dresses, at a price not by any means exorbitant.

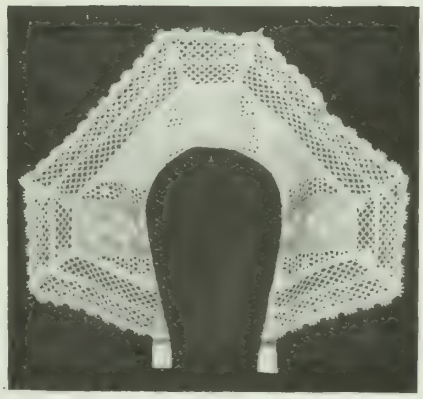
Chantilly laces will also be featured in scarfs and all-overs. As a trimming for chiffons or marquisettes, nothing is better suited. Chantilly will be in great demand for the Spring and Summer millinery.

For Your Easter Trade



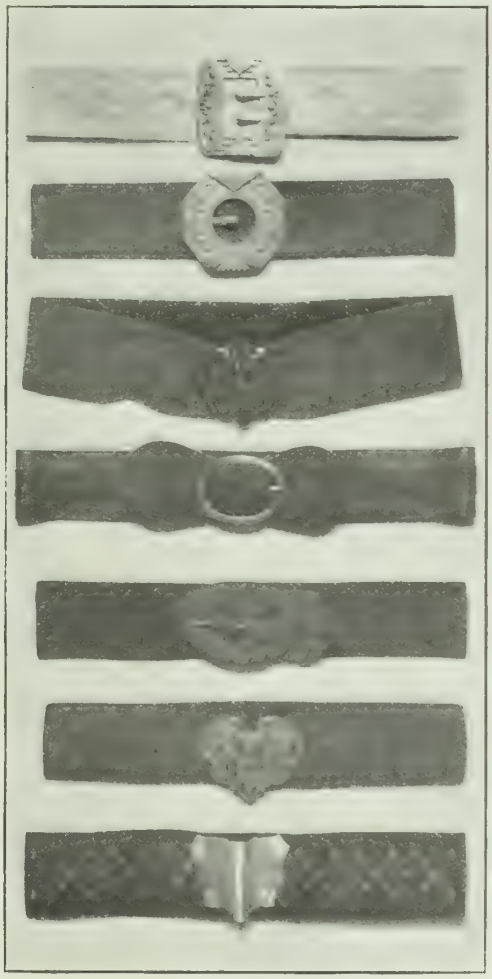
8484—$2.25 per doz.

It is worth your while to write for Samples



8483—$2.25 per doz.

A few of our popular priced designs in Neckwear and Belts



4020—$2.25 per doz. Tinsels. Assorted shades,

4013—$2.25 per doz. Elastic. Black, white, brown, navy, grey, green.

4388—$2.25 per dozen. All shades. Imitation Suede.

4354—$4.50 per doz. Black Calfs and Seal Leathers.

4461—$4.50 per dozen. All shades. Suede Leather, self-colored Buckle.

4379—4.50 per dozen. All shades. Suede Leather, fancy Persian Buckle.

4410—$6.50 per doz. Emb'd Velvet. Black, brown, navy, green, fancy metal Buckle .

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$2.25

Ribbons Show Striped Effects

Striped effects are one of the leading features of the new ribbons. Very conspicuous are the wide black or deepest grey stripes on white ground. Blocks and squares of black on white are also seen, as are plaid effects, but these run better on the other side of the line than here.

Besides the popular black and white combination, deep purple, emerald green and other shades are shown in the same style. These ribbons will, for the most part, be taken by the millinery trade. Stripes are frequently 1 in. in width

Other stripes are the Dresden or Persian in delicate shades. Usually a bar of these runs on either side of the plain, white centre, some ribbons being very wide.

Satin is a favored fabric, selling very freely at from 6 to 8 inches and upwards.

Velvet ribbons are already moving fast, and are promised great popularity. Widths from 4½ to 11 inches are selling as never before, probably owing to the universal vogue of velvet.

As with other lines, much favor is shown to black, but colors include emerald, Parma violet and coral also American Beauty rose shade.

Wide satins are in great demand, at from 45c a yard retail upwards. Already enterprising retailers are displaying a full line of coral or Benner tintings in this line.

⊙

The "Coral" Vogue.

Happy is the merchant who is able to meet the growing demand for coral, both the beads and the color in fabric for trimming purposes. A wholesaler just returned from abroad, remarked that it was the height of fashion, where it could be got



Bandeau for Hat, consisting of White Braid and Coral Beads. Shown by S. F. McKinnon Co., Toronto.

Already smallwares people have been approached by those who want beads for massing on hats, or for touches on the new millinery bandings.

A very beautiful specimen of the latter was of white porcelain beads with bonnazed cord of white, and coral beads. White lingerie dresses are finished at neck and sleeve with a dash of the same bright shade.

⊙

Novel Features in Neck Wear

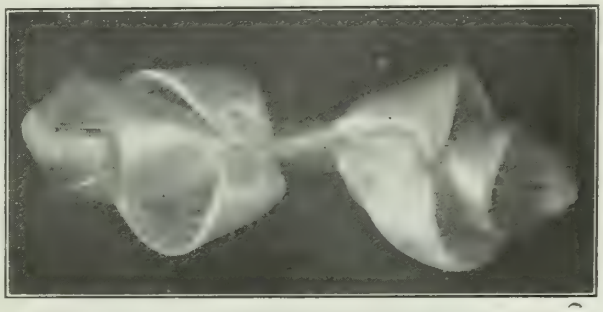
Large sailor collars of lingerie show touches of color, in embroidery or pipings.

A handsome coat collar for Spring was in sailor shape of black and white striped silk, with cuffs to match. This collar had an exceedingly striking appearance, and should be a fine selling number.

Fichu sailors for wear with the new surplice blouses are variously trimmed. Buttons were used on some, others having lace on the jabot ends. Guipure was a favored edging.

Coat collars in embroidery Anglaise were of the familiar, long, narrow shape. deep cuffs to match. This embroidery is spoken of as one of the best this season. Madeira patterns are featured.

A novelty Dutch collar consisted of satin, dark shades, especially black being preferred. It was quite narrow and slip-stitched at the edges to give hand-finished



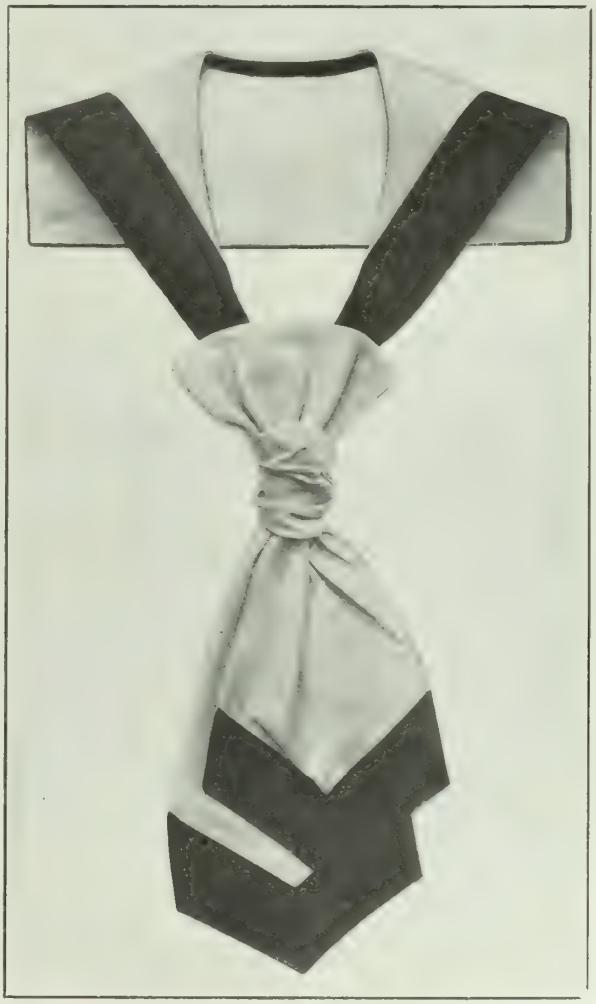
Calla Lily Bow as Easter Novelty in Neckwear. Shown by Forth & Potter, Toronto.

effect. The touch of "chic" was a double daisy of narrow ribbon in each front corner. The heart of the flower was of yellow French knots, the petals in natural shades of pink or yellow. The effect was very pretty and striking. Other ribbon embroidered effects were seen quite frequently on Spring neckwear. This touch of ribbon embroidery is one of tne season's features, and appears on a great many dress accessories, such as tunics, lace coats, etc.

⊙

The Marie Antoinette Collar.

The above name was given to the dainty, folded fichu worn by the ill-fated Queen to her execution. It is



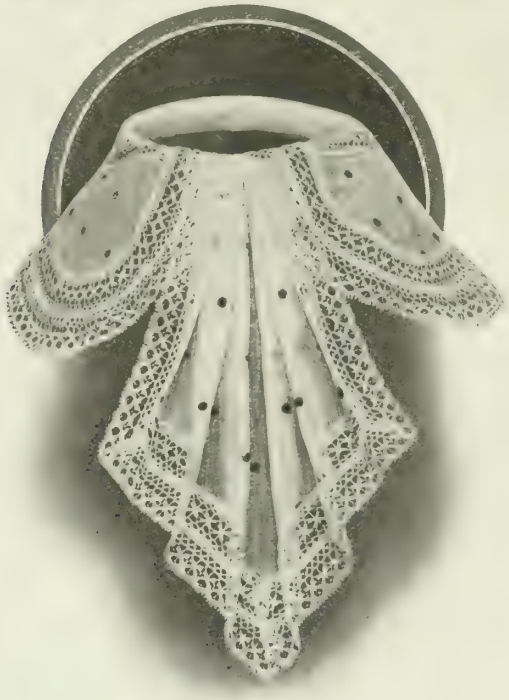
Sailor collar and tie of Copenhagen Madras with black strapping on edge, can be worn low or high neck. Shown by R. D. Fairbairn Co., Ltd., Toronto.

no larger than a large Dutch collar in size but somewhat lower on the throat. It consists of soft mull draped in

folds to fit a plain foundation, and it has fichu ends in front, meant to be knotted like a four-in-hand. Usually both collar and jabot are finished with a narrow lace.

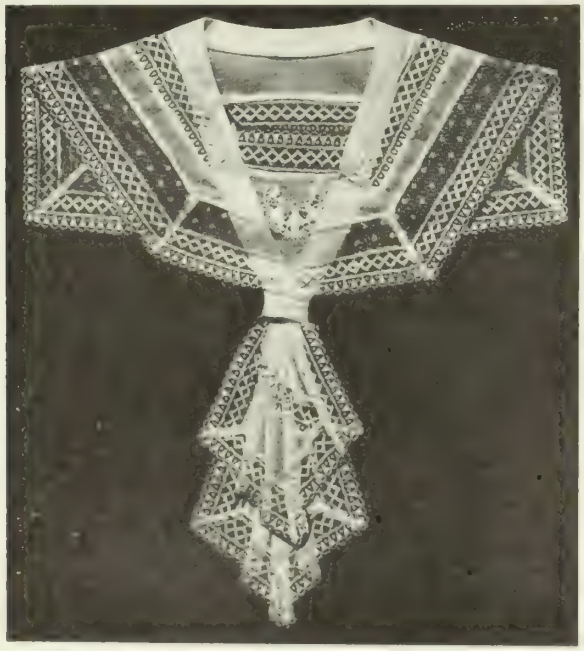
Popular Stocks.

Swiss embroidered stocks, with or without small double jabot of same have been selling remarkably well during the last few weeks. These come in much sheerer



Dutch collar and jabot combination, showing black embroidered spots, by Ladies' Wear, Ltd., Toronto.

quality fabric and finer embroideries than usual, but they are put up to sell at a strictly popular price. For



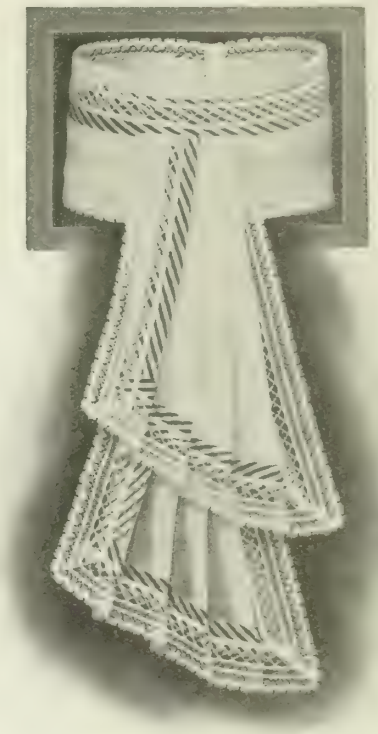
Novelty sailor Dutch collar of Swiss muslin with fine Val. lace edge, detachable panel to form high or low neck. Shown by R. D. Fairbairn Co., Ltd., Toronto

average trade they should be a winning line, while they are dainty enough for the best. They come on the card, unlined and unstiffened, as usual, and in medium height.

Generally speaking, washable stock collars are the feature of that line this season. Never were so many orders placed so early in the year.

Jabots are everywhere, and, better still, they are selling everywhere. At the beginning of the season it was said that the long, narow effects would prevail, but, really, it is impossible to say what is most popular now. Every conceivable variety, particularly wash goods, is being shown. Many are attached to the low collar, but more are separate. The reason is not far to seek. While some dresses are collarless, or have collars of their own, scare one but demands a jabot as finish.

Sheer and dainty effects predominate, laces being fine and fabric fairly thin. Tauches of color are present, but not specially prominent. For dressy wear, the net jabot will be used, and it sometimes features a touch of



Wash stock featuring black and white, shown by Ladies' Wear, Ltd., Toronto.

cerise or flame satin; coronation red and King's blue were also seen. Black and white embroidery was a striking novelty.

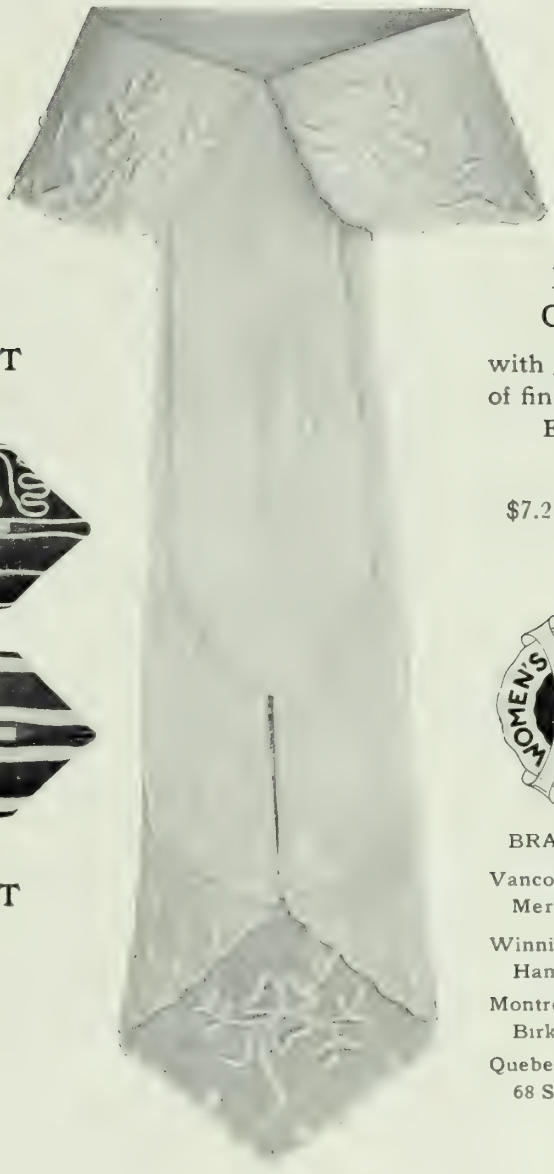
Guipure, Irish Val., and Maltese laces are represented. A few of the shapes are the short, fairly wide, the long narrow, the side-pleated, the modified cascade, and the plain, unpleated double tab of lace or embroidery.

Some New Bows.

A wide bow of black satin to be worn with bar pin (bolero pin), had coral pipings, and a tiny touch of the beads. China beads decorated a similar number in black and white.

A small black bow for wear with tailored collar had cord-attached balls of black with rose, to represent the bud of a flower.

A very pretty and seasonable novelty is of gold tissue combined with white and green to form a tiny calla lily on each side. Other flowers are represented in the same way. This is, of course, a specialty for Easter trade.

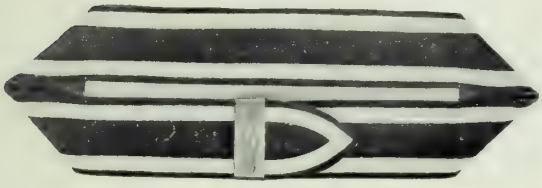


L-43 $4.25 Dozen

BLACK SUEDE BELT

White Trimmed





L-42 $4.50 Dozen

BLACK SUEDE BELT

White Trimmed

BYRON COLLAR

with Jabot to match of fine Hand-loomed Embroidery

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EASTER ORDERS to ensure delivery should be in our hands at the earliest moment.

Nothing about a woman's apparel seems to demand a newness for Easter so much as her Neckdress. A dainty piece of Neckwear seems to breathe the season.

If our traveller is not due, write our Open Order Department for quick delivery of latest models.

Touches of color are recommended, Black and White prevailing.

A. T. Reid Co., Limited

N. B.—Sole Canadian Selling Rights for Featherbone. **TORONTO**

Leaders in Lined Gloves!

WE have always been in the front rank with our lines of Fall Gloves, and

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MEN'S LINED GLOVES

for the coming season's trade will be found even better value than ever. A quality of lining, superior to anything we have ever used before, adds to their attractiveness, whilst

Prices Remain the Same,

notwithstanding the increased cost of raw materials.

We always make a very wide variety of Ladies' Lined Gloves in Silk, Wool and Fur; also Men's Wool Gloves in many new numbers.

Our entire salesforce is now on the road with samples for Fall trade.

See our lines and compare quality and prices before purchasing.

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RYAN WALKING GLOVES

RYAN DRIVING GLOVES

GLOVE VALUE

QUALITY is what you get when you entrust your glove department to the "RYAN GUARANTEED GLOVE."

Particular people demand the best glove. The "RYAN GUARANTEED GLOVE" will not only increase your sales but will give complete satisfaction to the wearer.



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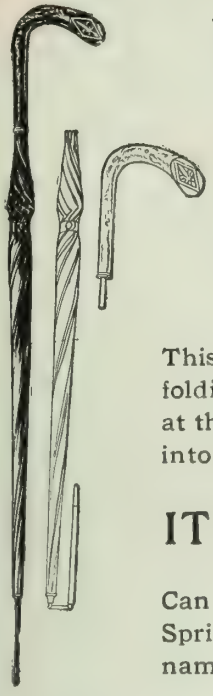
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RYAN AUTO GLOVES

RYAN WORKING GLOVES



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The "BROPHEY"

SUIT CASE UMBRELLA

(BEEHLER PATENT)

This is a new feature in umbrella buying, getting a folding suit case umbrella with "detachable handle" at the price of an ordinary one. When folded will go into a 24-inch suit case diagonally.



Folded ready for suit case.

IT IS SIMPLE, IT IS STRONG

Can be retailed at $1.50 and upwards. Our travellers are now on the road for Spring; ask them to show you this "wonderful" umbrella, or write us for samples, naming prices you wish to retail them at. Made in both ladies' and men's styles.

THE BROPHEY UMBRELLA COMPANY, Limited

MAKERS OF UMBRELLAS, PARASOLS AND SUSPENDERS

11 DUNCAN ST., TORONTO, ONT.

CASH'S

Colored Wash Trimmings

The most desirable trimmings for Ladies' Blouses and Children's Summer Wash Dresses. Made in large variety of designs and *guaranteed fast colors.* They are widely advertised and no embroidery stock is complete without them.

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J. & J. CASH, LIMITED

(of Coventry, England)

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Send for Sample Cards and Information to our Montreal Office, 301 St. James St., Room 42, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

British Columbia Agent, H. A. J. Chapman, Box 448, Victoria, B.C.

Veilings and Scarfs

Filet Mesh for Face Veilings — Dew Spotted Nets and Large Scarfs

The filet mesh is spoken of as the leader in veilings, as it is acknowledged to be the only really new idea at the present time. Chenille dots will also be favored, and the continuance of some of the best spider-webs is also expected, despite the fact that they have now been in for some time.

On the whole, however, the square mesh in very light, dainty fabric, is the outstanding feature of the moment. These new filets are mostly black, but some magpie effects are seen, and a few colors.

As the season opens, more and more is seen of the large square scarfs, spoken of in our last number. These will be an accessory much favored for evening and dressy wear. Persian borders are seen on the newest numbers. Touches of gold and silver are much seen on new motor veils, and so are two-tone and shot effects, though these are expected to apply chiefly to Spring goods.

A very pretty scarf for dressy wear is of two-tone flame chiffon backed with grey, in paquinette shape with cabochon and tassels of ivory-colored sequins. This also appeared in the new, bright Nile green, approaching a pale emerald. Dew-spotted tulle and tosca nets were also much seen, black, white and champagne being favored.

In fabrics designed for trimming purposes, very pretty metallic lustre effects are seen, all colors being combined with gold or silver.

An Antique Coverlet.

The King has loaned to the Victoria and Albert Museum from Windsor Castle a finely preserved English embroidered coverlet, dated from about 1700, with a design in the Oriental style. It has been placed on exhibition in the Loan Court (No. 40), on the ground floor of the building, and can be seen there until June 1. The coverlet is of linen, quilted in yellow silk with zigzag and intersecting and diagonal lines, and embroidered with colored silks and silver gilt thread. Parts of the gold work are raised by padding. A large medallion in the middle is filled with two flying phoenixes. The surrounding space has stems of flowers, and in each corner is a grotesquely designed rampant monster. The broad border is filled with floral stems diverging from the corners and separated by flying phoenixes. The worn parts of the embroidery, where the black thread has perished, indicate that the design was first outlined in ink on the linen. The strong Oriental influence is characteristic of the period when this coverlet was worked, being attributable to the extensive commerce between the maritime States of Europe and the East.—Manchester Textile Mercury.

Noting the fact that a large mail order house recently sent 2,500 catalogues to Lindsay, the Watchman-Warder hands the following thought to advertisers: "It must pay to send these catalogues into this district, even at a cost of $5,000 a year. Surely, it would pay the home merchant to advertise systematically and regularly and capture his share of the business that he rightly should have, but which is going elsewhere. To sum up: If it pays the Toronto departmental store to extensively advertise their so-called 'bargains' when they are situated 76 miles away, surely it would pay the Lindsay merchant to advertise right here at home."

Smaller Frames in New Bags.

Seven and a half and eight-inch frames are used for the new velvet and suede bags. Cordelieres are principally seen in the more expensive, dressier styles. Metal chain mounts looked very well with a popular style of medium size in good quality velvet, stamped for embroidery.

Suedes, in black chiefly, showed heavy rounded top mounts like the velvet, and some also appeared with the long cordeliere; others were more practical in strap handle of self.

A general tendency to smaller frames is observable, calf and seal coming in these styles, in square shape as formerly. This makes a very compact, neat purse-bag for shopping. Fancy lines are lined with moire, others with real or imitation leather. Colors now appear quite freely, being chosen by fastidious dressers to match the costume. Besides the change purse and pocket, a welcome addition to the new bag is the small mirror. Some recent numbers are outfitted completely with toilet and manicure articles.

Metal mesh bags are coming back into favor rapidly. Good selling was done at Christmas, and has not since fallen off in proportion anything like as much as expected. Spring lines are replete with fascinating novelties in German silver, plain and jeweled mounted. Great variety of sizes is seen.

W. G. Begg, Collingwood, a dry goods merchant of long standing, has assigned. Liabilities are said to be in the neighborhood of $72,000 and assets, $42,000. Toronto and Montreal wholesale houses are the principal creditors. The failure is one of the largest, involving a retailer outside of the cities, in years.

ROCHESTER BUTTON COMPANY

Ivory Buttons

For Dry Goods
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Cloak and Suit Manufacturers,
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Makers of Men's Wear.

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ROCHESTER, N.Y.

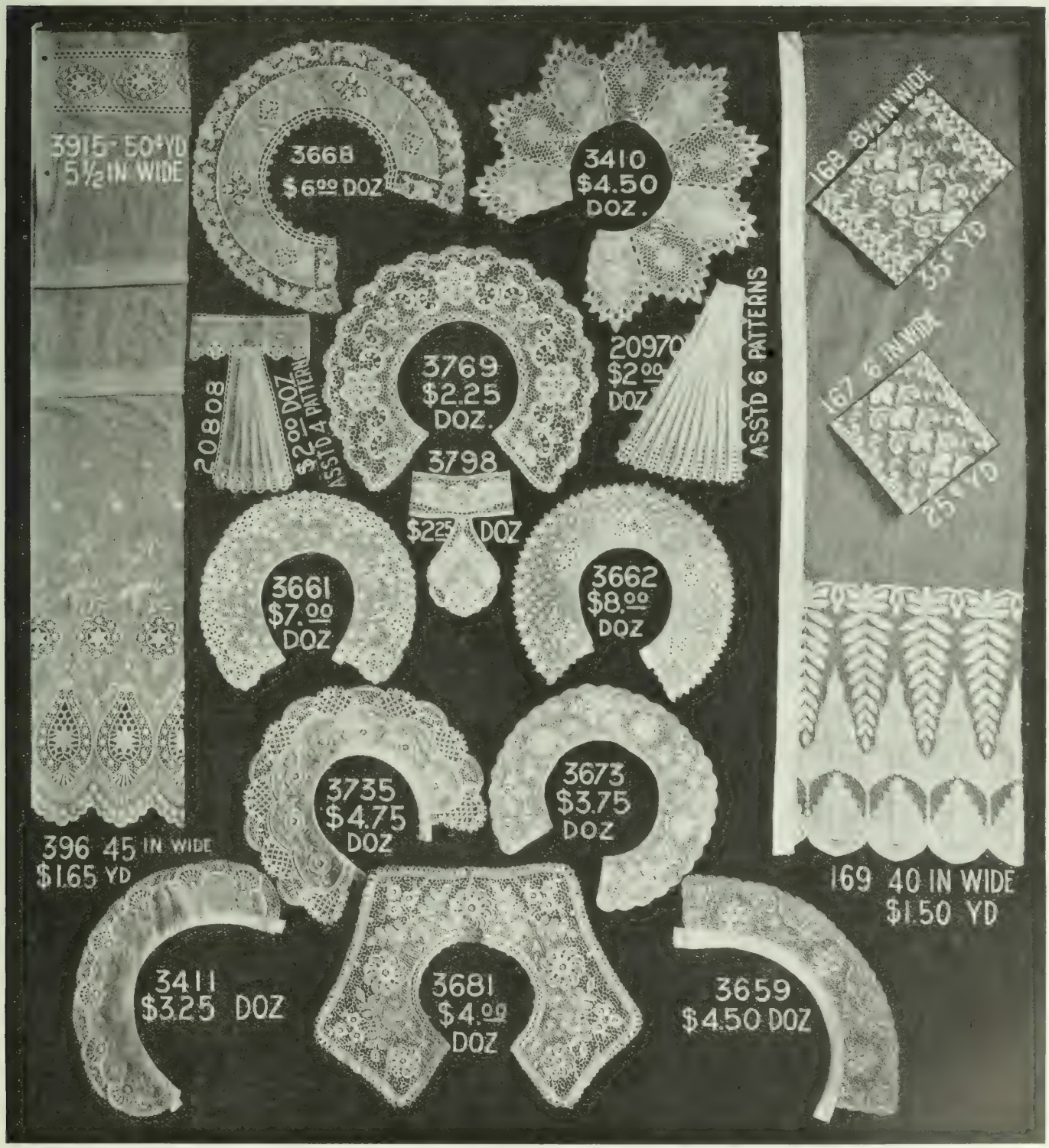
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FRANK GOUDY
91 Wellington Street West

Montreal Representative
G. W. LAWSON
210 St. James Street

Novelties from Europe £ Choice Imported Specialties

A Page of Sterling Novelties for Profitable Popular Selling

These goods retail at the prices most commonly called for at the lace, neckwear and embroidery counters at the big stores. They were chosen for the refined distinction of their designs. The styles are the last word from across the Atlantic, while the values quoted are exclusively "Sterling."



The Sterling Lace and Novelty Company, 70 and 72 Wellington St. West, Toronto

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¶ Are you sharing in the offerings of the "RIBBON HOUSE of CANADA"? Dealing exclusively in Ribbons, we offer distinguished and high-class lines at an attractive figure.

¶ We have a particularly large assortment which is calculated to interest buyers of discriminating tastes.

¶ Our selections are of individual creation and are not available elsewhere. We sell REAL RIBBON QUALITY, and in ordering from us you secure specialty prices from a specialty house.

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Please mention The Review to Advertisers and Their Travelers.

Many Novelties Shown in Recent New York Openings

Diversity of Styles Represented — Large and Small Shapes Equally Popular — Prevalence of Blues — Coral, a Keynote of the Season — Prominence of Ribbons — Flowers, Ornaments and Laces Noted

(Staff Correspondent)

Office of The Dry Goods Review
115 Broadway,
New York, Feb. 27.

THESE are strenuous times in the New York millinery market, and from all accounts, conditions are pretty much the same all over the United States and Canada.

The second openings are now past history, and the eyes of the trade are focused on the retailer, for after all, it is with him that the success or failure of a season depends.

Easter coming well into April means that Spring retail openings will be postponed. This, of course, in no way affects the wholesale affairs or the retail houses that cater to the wholesale trade, nor, of course, does it affect showings of tailored hats and of hats for southern tourist wear. As a matter of fact, quite a number of straw hats are at present being worn, although at the time of writing furs are necessary to one's comfort, as snow still covers the ground.

The second importers' and manufacturers' openings were well attended. The hats were quite up to the standard and from an artistic standpoint much more desirable than those brought over before.

Many Styles Represented.

From the bonnet of 1840 to the twenty-four inch flat trimmed hat, every style almost is represented, whether high or low. The poke is favored by many reputable houses—not the huge poke bonnet with strings—but a stringless, diminutive of this syle, which is really practical. Then there are an endless number of Napoleon effects, which are worn at an exaggerated rakish angle, practically concealing one eye.

A number of trimmed sailors, usually having rolling brims, which are invariably faced, were shown, particularly in Manilla, which is being pushed, and in hemp and Milan effects.

Large and Small Equally Popular.

Favor is divided more or less equally between the large and the small hat, the pressed and the handmade. Indeed, so far, favors have been distributed more or less evenly in all millinery lines. It is expected that the small close fitting bonnets and the Napoleon effects will become popularized and that the best trade will adhere to less pronounced lines. While there are still a few mushrooms being shown, brims are either straight or have an upward tendency. A number turn up at the back, this being particularly true of the bonnet variety of headgear.

Large hats are usually more or less straight of brim, and are inclined to be flat in effect, while small hats continue to be rather bunchy, if not often actually high. Trimming is aranged at or toward the back when it does not encircle the crown. Feathers are mounted either at the back or across the crown, and, by the way, never were there more lovely ostrich effects in both the uncurled and French curl effects and willow. The order in which the varieties are named signify their favor. Colored ostrich leads. Color, in fact, is rampant in all lines. The most beautifully shaded feathers are used, and often three different color feathers trim one hat, it not being unusual to combine the curled and straight varieties.

A large, or small for that matter, straw hat faced with velvet, taffeta or satin, and the top almost entirely buried under feathers, does not suggest summer more than any other season, and yet the market is filled with just such hats. Almost every hat has a facing of some sort or another, and, by the way, the very darkest and dullest of blues is used oft-times instead of black, even on pink or other colored hats. To be sure this blue, which one sees constantly, is so dark that only on close inspection does it prove to be blue. Blue in all shades, from the vivid Kings or Federal to this dark shade, and through the soft French, blues are very strong. They are often combined with pink, coral, cerise and purples as well. Black and blue, and black and grey are also good, particularly when the hat is a black one and trimmed with ostrich.

Prominence of Ribbons.

It is some time since ribbon has been as prominent as it is now. The most novel ribbons are used, mostly decidedly gay. Stripes lead, unless one may except velvet ribbons which are much in evidence for bows that need to be wired to hold them up, as well as the flat variety. Black and white stripe ribbon, in velvet or in satin is very smart, a bow of this tucked in among a wreath of bright flowers is often seen, usually at the back of the hat. Uncut velvet is very rich, but is a trifle warm looking in vivid colorings. For early wear, however, it will doubtless have considerable vogue. It seems curious with so much taffeta used as facing that taffeta ribbons should not be more in favor, but velvet or satin seem to be preferred. There are many figured ribbons and these are very frequently used with velvet ribbon or with satin ribbon of a darker color.

There has been so much talk of lace that it hardly seems necessary to add more on the subject. During the past month Chantilly lace has had some rivals in the field which previously it had to itself. Fine meshes seem to be preferred, although the writer has seen bebe Irish and some Oriental effects used with pleasing effect. All-over lace has not the call one might be led to expect, the demand being for flouncings and narrower edgings and bands.

Coral a Color Keynote of the Season.

The vogue of both ribbon and lace has resulted in the need of fancy ornaments of several kinds. Beads are very strong, particularly coral and the white clouded beads known as "milk beads." The ornaments at present in demand are very unconventional in design, and are rather ornate in outline and elaborately beaded. Strings of coral are also used, and there is an effort being put forth to popularize pearl. Coral is really the keynote of the season, for it is also the color, at the time of writing at least. Whatever else may be said of the present season, it is at least a rosy one as far as color is concerned.

Flowers Engaging Attention as Season Advances.

There are so many trimmings other than flowers that are being popularized that the report that it is to be a flower season seems to need backing up by facts. Flowers are the logical garniture of spring time, and so beautiful are this season's offerings that it seems as though they certainly must win out.

Conducting Spring Opening

Making a Climax of Readiness in all Departments —Radiate the Spirit of Spring and Anticipate Season to Come

THE Spring season's introduction from the trimmer's point of view is climaxed in the openings. Plans of former months focus in the important style event.

The window trimmer, who has successfully laid his plans beforehand, will experience no difficulty in carrying the different departments through this momentous event.

He is expected to announce the readiness of the store and the formal Spring millinery showing as an event of style importance in the community and to carry the opening displays to a successful climax throughout in his different trim arrangements.

The windows, departments, cases, ledges, the entire store must radiate a feeling of Spring. Displays beautifully arranged and combined with palms, foliage and decorations to fairly anticipate Spring are generally featured everywhere.

Trimmers have made their opening displays in the other sections to demonstrate individually, the readiness of these departments, and these trims, with few exceptions combined with the millinery opening displays, will be all that is required in those particular sections.

Therefore, the trimmer has only to think of the millinery opening display proper and all his efforts are concentrated on completing the best opening showings in the history of the establishment.

Windows, departments and trims all must show originality and freshness and a varied showing of the seasan's most pronounced styles must be featured throughout. Preliminary openings have been held and are fresh in the memory of the customers.

Formal Spring openings must surpass all previous efforts and find a climax in keeping with Spring and warm days of sunshine to come.

Planning for the Opening.

No doubt the trimmer has exactly the plans of his trim finished, background or scheme, ready to put in place and the arrangement of materials, figures, stands and effects aimed for, perfectly pictured in his mind's eye. The management or head of the millinery department has also planned to hold an evening floor or interior display, as the case may be. The arrangement of these different trims must be given forethought and the plans of arrangement, allotment of time to complete them and assembling of materials must be done in advance. The work of carrying the openings to a successful climax is now up to the trimmer and the results of his foresight and planning.

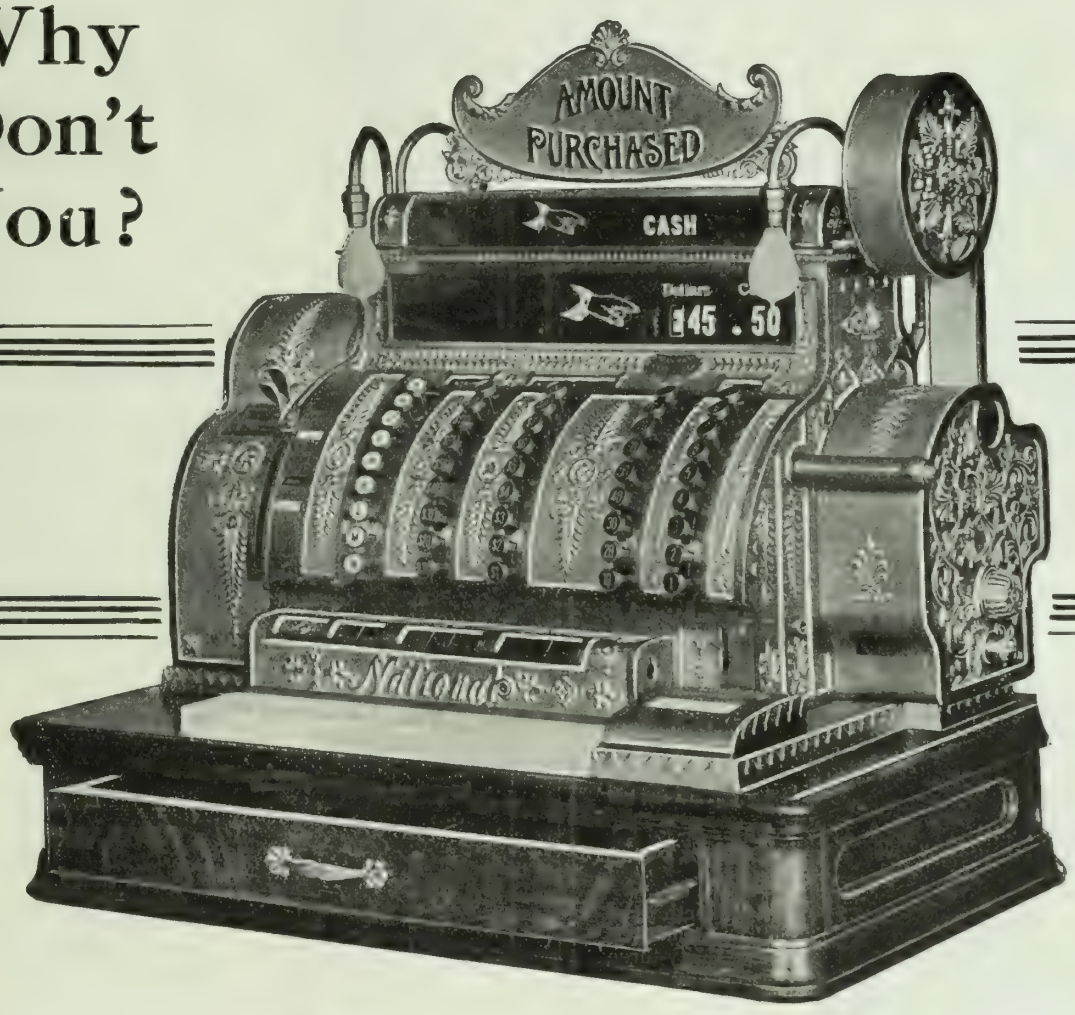
The windows will be the first task to prepare and the first of the week is the right time to start—and start



Suggestive blue and white stripe sailing window for advance showing. By Mr. F. C. McDonald for Murray-Kay Ltd., Toronto.

Successful Merchants Put a Receipt in Every Parcel

Why Don't You?



National Cash Registers afford the quickest and safest known method of recording every sale and of automatically issuing a printed receipt. Each receipt is consecutively numbered and dated, shows the amount of the transaction and clerk's initials. Duplicate record is kept inside the machine where only the proprietor can get at it. You need this protection. Why keep on "trying to get along without it"? Write for booklets and price list.

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SPRING!

Now is The Time for Changes



CLOAK RACK
Circle circumference, 90 in., 30 in. diameter: Circle, nickel, $10. Circle, oxidized, $10.50, with very strong base.

You certainly need new Display Fixtures for Spring.

Our large complete Catalogue will show you what you want.

Write to-day for a copy.

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Manufacturers of Fixtures, Wax Figures, Bust Forms, Mirrors, Show Cases, etc.

No. 7 Hermine St., MONTREAL

You Have Never Been Able to Buy in Canada a Standard Cloak and Suit Model at Prices at which we now Offer These Forms.



The Reason

We now have a factory in Canada and make all forms here.

The Prices

We give you duplicates of our New York models and save you the full amount of duty, 35 per cent.

The Designs

Our models are designed specially for the cloak and suit trade.

Manufacturers

The Hall-Borchert Cloak and Suit model is acknowledged the best, and in every way the most practical for your designing room.

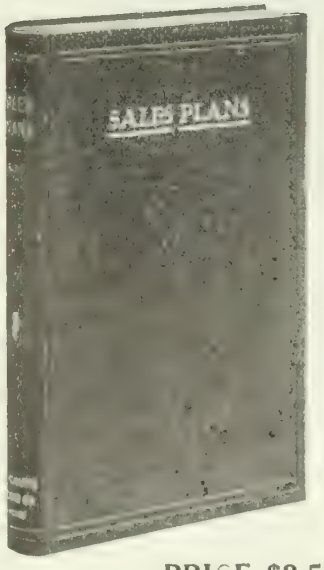
Merchants—

You need these forms in your show rooms. They will help you to sell garments.

Send to-day for our new catalogue, "G," containing 1911 models.

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SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

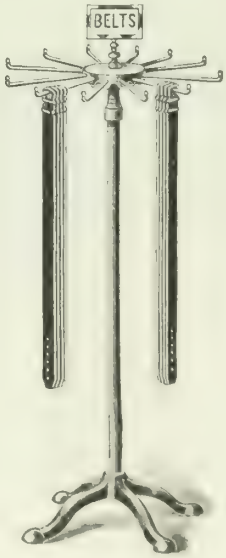
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They Show and Sell the Goods.
We have several styles. This is only one.



No. 259J
REVOLVING STAND

Action steady and smooth. 4½ ft. high. Fitted with 12 prongs extending out 9 inches. Have well made turn-ups, so that belts cannot work off, but are easily removed.

Extra heavy, nicely finished, plain base. Card frame 5 x 7 inches.

Our new catalogue will tell you all about other display devices for your men's wear departments.

J. R. PALMENBERG'S SONS
Established 1852
710 Broadway, New York
Factory: 87, 89 and 91 West 3rd St., New York
30 Kingston Street / 110 Bedford Street / Boston
10 and 12 Hopkins Place Baltimore

early. The general plan is to take out all the windows so as to complete the background arrangement in the shortest possible time and also to secure the most striking or immediate effect, when the blinds are withdrawn on the completed display.

Needless, to say, the windows must be absolutely clean. Care, also, with regard to the window lighting fixtures, replacing or cleaning lamps requiring such attention and kindred other duties must not be forgotten, as small defects mar general results.

Goods most adaptable to opening showings are millinery, combined millinery and ready-to-wear or dress goods and as the best possible front is anticipated showings from the different sections are all in good taste.

Disposition of Space.

Trimmers are not all of one idea in this respect, but one window certainly must be devoted entirely to millinery—new creations planned for the opening event, plumes, flowers, laces, silks, buckles and novelties. The other windows, more especially the ready-to-wear novelty showing, are easily changed to make a more elaborate front display of millinery in case it is decided to hold an interior evening exhibit instead of the usual evening display in the millinery salon.

Dressing the windows is now the most important task. Backgrounds are installed as planned and the windows fully prepared to receive the goods to be featured. Each particular pose or arrangement must show care on the part of the trimmer and tend to convey some keynote to the Spring fashions. If it is a color arrangement the scheme must be based entirely in such color combinations as black and white or one range of many of the shades, which are to be popular.

Coronation Windows.

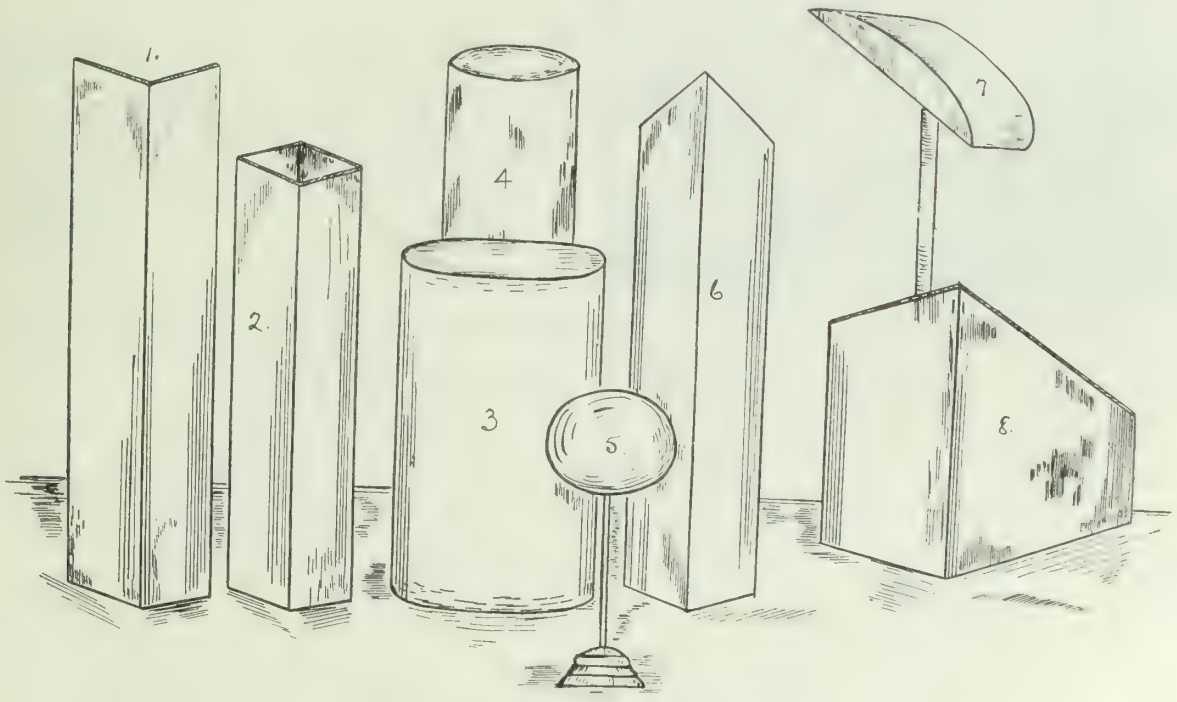
Coronation windows will also be in evidence this year, featuring shades of blue. If exclusiveness and style is desired all arrangements, drapes and millinery shown must be chosen with this idea in view.

Trimmers must carefully bring out the ideas they are striving for, in every way offered, especially during the openings and care must be taken by the trimmer, when placing his display so that not the slightest defect may be charged to carelessness in posing arrangement or goods on view.



Showing grouping arrangement for Opening Days of Spring. Jas. McNicholl, Richard Hall & Son, Peterborough.

The background is naturally of one particular scheme and the settings in the other windows are all arranged with a view to display of the different style versions as interpreted by the establishment and in the best method possible.



Illustrating practical window stands easy to acquire. Used by H. C. McDonald, Murray-Kay, Ltd., for silks, dress goods, wash fabrics, etc.

EFFECTIVE DISPLAY

of your Spring stocks of Millinery can best be assured by showing them on

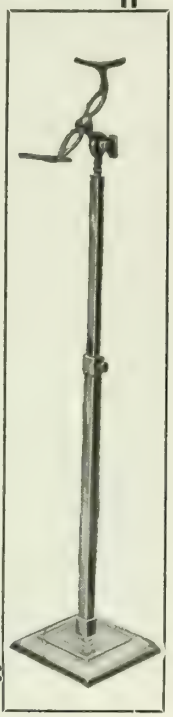
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They combine all that is newest and most attractive in both metal and wooden fixtures and they are noted for the excellence of their materials and for their superior workmanship and finish.

Get a copy of our new 136-pp. catalogue. It contains display pointers of unusual value to every drygoods man. Our prices will interest you.

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Head Office, Toronto

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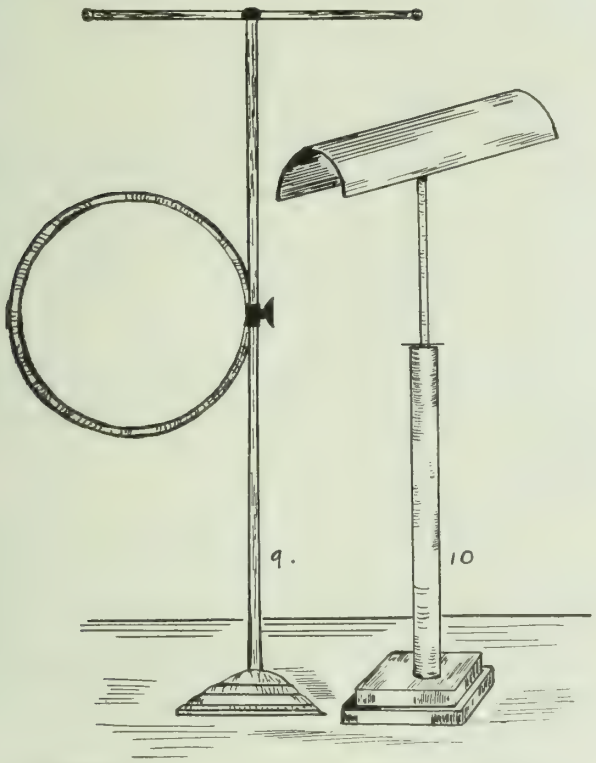
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Interior Display.

In case it is decided to hold interior floor displays in the evenings the trimmer can remove the setting in the ready-to-wear window and feature an elaborate showing of the high-class millinery as prepared for the openings and only otherwise shown in the department.

This arrangement does not constitute a "jumble of hats" or the entire stock of hats from the millinery section, but a pleasing group arrangement with a view to contrast or color combination.

The interior display consists of combined trims from the dress goods and silk section, wash goods and house furnishing departments.



Illustrating practical window fixtures. See descriptions.

Several rugs are placed on the floor and displays made in points of vantage, as seen in the store from the doorway. These trims are made after six o'clock in the evening and removed about eleven o'clock the same night. Trims, drapes and stands are prepared in advance and after everything is in readiness the blinds are raised simultaneously giving effect to the combined efforts of the trimmer in the completion of the formal Spring opening displays.

Murray-Kay Fabric Displays.

An elaborate front display of the season's new silks, dress fabrics and accessories was featured by Murray-Kay, Toronto, and an advance showing given these lines in the nine windows on King street. Some of the stands used in the draping are illustrated herein.

Windows 1, 2 and 3 were devoted to the display of new double width foulards of the season's latest shades,—new blue and Coronation, gun metal, browns, reseda, new green, gray, and black and white. Many novel drapes were included in this representation to depict gracefully the lines of the season's fashions.

Windows 4 and 5 showed plaid and shepherd check suitings, black and white finished with bands of black velvet or combinations of velvet buttons and accessories. Each drape carried out some style tendency.

Goods——
Well Displayed
Are Half Sold

All glass showcases for neckwear and dry goods, and **full length cases** for the display of gowns, suits, etc., make selling easy.

They save time for your salespeople because the goods need not be displayed by hand.

They save the goods from becoming shop-worn by handling, hence add to the value of your best stock.

They sell by suggestion; to see is to want in most cases, and to want is to have with many.

They add to the attractiveness of your store; make it a **show** place, always resulting in business growth.



This cut represents *one of our figure cases, made to show one full sized dressed ladies' figure. The height of it is 7 ft., the width 3 ft. 4 in., and the ength 5 ft. The door is hinged at one end. The floor of the case stands 8 in. above the store floor. All the glass is clear plate glass. The sizes and details have all been arranged to give the best effect for one dressed figure. Larger sizes will be made for two or more figures.*

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DOMINION OFFICE and STORE FITTING CO.
LIMITED
Head Office, - - London, Ont.

BRANCHES—300 St. James St. W., Montreal; 51 Richmond St. E., Toronto; 372 Victoria St., Winnipeg.

In windows 6 and 7, illustrated in this number, stripe suitings were prominent and this display was of the especial interest to the early buyers. Windows 8 and 9 were also portrayed the vogue for black and white striped suitings with interest and care given to showing new black trimmings and accessories, gloves, hand bags, parasols, and shoes.

In this advance showing the idea most prominent and conveyed successfully was to present forcibly and attractively new season lines, as shown in the silk and dress goods sections and at an earlier date than usual.

Long sweeping and graceful lines were aimed at. The fabrics, materials and accessories were artistically displayed throughout. The ensemble included foliage and flowers in baskets and the entire array was entirely suggestive of Spring.

The display reflects much credit upon H. C. Macdonald, the window trimmer.

Practical Stands Illustrated.

In the stands illustrated this issue, several practical ideas are given to the ambitious window trimmers who are always watching to make the most of resources at hand.

Stands for the entire season's drapes are represented and in looking at these forms many ways of using them are at once suggested to the window man.

New methods of displaying dress fabrics, wash goods, in fact every general want, including accessories from every department, may be used on such stands.

The cost of these stands is very light, and not one of these suggestions is hard to carry out. Most of the stands can be made in a few minutes at a very little cost either of material or time.

Papier-mache is used in the forms illustrated to ensure lightness but most any of them can be made of light lumber, which is probably preferable as not being so easily destroyed or broken through carelessness.

Trimmers who are at a loss to know what new stands to make or who are making new ones at the present time, will find a wealth of idea and suggestions in the different cuts. Other trimmers looking for new stands may also find something of interest to help improve their stock of fixtures in the shortest possible time or of help in planning to be in readiness for the first early fabric displays.

Stand No. 1 is known as the trough stand, being shaped as the name suggests. No. 2 is a box form and is generally used in two lengths combined in completing the more elaborate drapes. No. 3 is called a bolt form and suggests a large roll of cloth, when finished in the drape. This is better if made of card board. Dimensions are 36 inches high, 22 inches wide and 6 inches thick through the centre. Placed one on top of another it completes a splendid high stand. No. 4 cylinder form is used very similarly and often in pairs. Nos. 5 and 7 are two different pillow top stands. They are very easily draped. Nos. 6 and 8 are convex stands. These especially allow of a striking drape either when used individually or in pairs. Note the high point front in No. 6, and the elongated sides on No. 8.

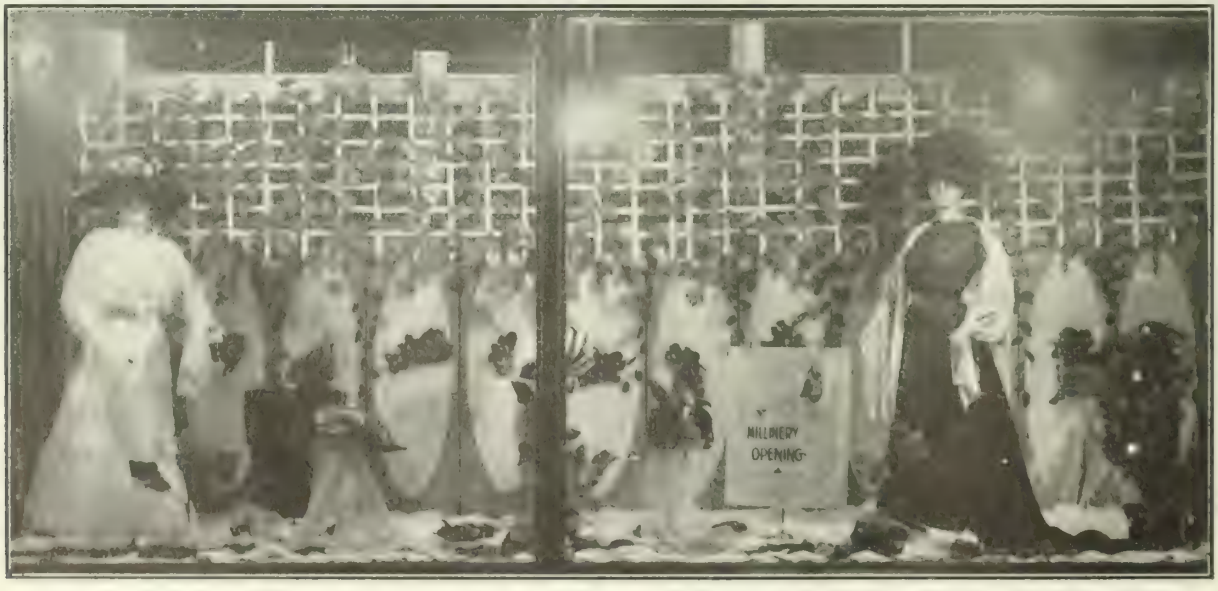
Stand 9 is a metal arrangement, which is adaptable to a great many purposes. These are generally brass, nickel or oxidized. No. 10 is another home-made stand which is easily completed. This stand can be adjusted to any height up to 6 feet and the top is made to allow of tilting at any angle. This is also called a pillow drape; when completed. A convex top is another suggestion for this stand.

These stands illustrate those used by H. C. Macdonald with Murray-Kay, Ltd. They are all entirely practical and adaptable in every day use, and easily available to the ingenious window trimmer.

Many card writers procure full size and quarter size cards with suitable Easter decorations, Easter cuts, floral foilage, or borders. These cards fit nicely in the display boxes and match the decorative work on the Easter catalogues issued by the advertiser.

Satisfaction, fit, style, and workmanship, combined with assortments, unexcelled and guarantee to complete all dressmaking orders by April 15th, should be featured in the different dress goods displays and in the department cards.

Mohogany, grey, and new brown cardboard is featured in the Easter card announcements, and contrasts well with white or shaded lettering.



Airy, panelled and latticed window for Spring Millinery Opening. Dressed by A. Fraser Little, Regina Trading Co., Regina.

LUXFER PRISMS

by providing you with cheap daylight will positively cut your light bill in half! Why spend DAILY on artificial light as much money as would soon pay for an installation of

LUXFER PRISMS?

Make your store a place of light and attraction with LUXFERS, but be careful you get the genuine "LUXFER PRISM." To the uninitiated all prismatic glass will look the same, but the light-refracting power of LUXFER PRISMS is so immeasurably superior to any other kind that you can afford to instal no other.

May we make a study of YOUR lighting problem? Send along details of how you are fixed and we will gladly advise you.

Ask your architect about Luxfer Prisms—he knows!

LUXFER PRISM COMPANY, LIMITED

TORONTO
MONTREAL

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

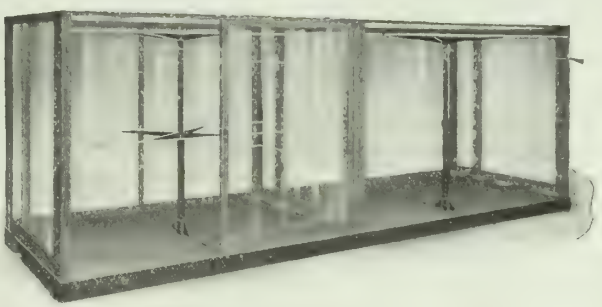
Here is a book on the Art of Advertising, by a Canadian author, which no

PROGRESSIVE MERCHANT

should be without. It contains LXXIX chapters, with over 500 original newspaper advertisements, and is in nine parts, dealing with such subjects as Newspaper Advertising; Supplementary Aids to Newspaper Advertising; Schemes and Selling Plans; Sales Advertising; Advertising of Specific Lines; Mail Order Advertising; General Advertising; Technical; Miscellaneous

Price, $3.50 Prepaid
All Orders Payable in Advance

TECHNICAL BOOK DEPT.
MACLEAN PUBLISHING CO.
143-9 University Ave., TORONTO



The Coming Fixture for Displaying Ladies' Ready-To-Wear Garments

In this issue of The Dry Goods Review is shown a host of new and stylish garments of all kinds. The question is: How are you going to take care of them when you get the goods into the store?

The old-fashioned tables and gas-pipe wall cases which a few dealers still persist in using, are ruinous to expensive garments. Telescoping slide cabinets are unsatisfactory because they obstruct the aisles when in use, and make your store look bare of clothing.

The most economical and effective way of carrying and showing garments is the "Twentieth Century" Revolving Cabinet System.

This assertion is borne out by the fact that Wanamaker, of New York, and hundreds of other leading merchants are installing the "20th Century" Cabinet.

Garments are suspended from a solid steel shaft. This can be easily pulled forward to a stop, thus allowing the four 72-inch arms, each capable of holding fifty garments, to be revolved either way in order to show reserve or duplicate stock, in a space 7 feet long and 52 inches deep.

Write for Catalog D-12 and information.

We make special Export prices to the Canadian Trade.

Grand Rapids Show Case Company

Grand Rapids, Michigan

Branch Factory: LUTKE MFG. COMPANY, PORTLAND, OREG.
Offices and Showrooms under our own management: 724 Broadway, New York City; 51 Bedford Street, Boston; 1329-1331 Wash. Ave., St. Louis

The Largest Manufacturers of Store Fixtures in the World



KNIT GOODS NEWS

Buying for the Fall Season

Take Advantage of the Diversity of Ranges — Safe Prices — Colors and Lines to Select — Probable Features Affecting Quantities and Novelties Placed

MANY merchants and retailers in a small way, who probably do not appreciate fully the advantages of conducting an extensive knit goods and sweater coat section, would doubtless be better disposed towards the lines and also more liberal in placing orders if they were entirely familiar regarding the selling possibilities of the lines now offered by the different wholesalers and their representatives.

It would be presumptuous, perhaps, to indicate quantities, to suggest or tell merchants how many, or how few of the different lines to buy, but the staple lines and good novelty lines, which are always in a great measure profitably handled, can be indicated with confidence.

Merchants have placed before them the different lines manufacturers offer and it is necessary to select for Fall according to requirements based to a certain extent on last season's order—what was sold, what was carried over if any, and what the prospect for next Fall is regarding certain lines. Market conditions, demand, overproduction, cost of popular lines and particular merits of new samples featured in the representative showing have all to be considered. Color also plays an important part and the relative or proportionate colors to buy in the different lines is not always an easy matter to decide.

Diversity is the main feature of a knit goods section showing and it is improbable that any one manufacturer will show samples covering the entire line. The lines suggested are in keeping with the diversity of makes in knit goods and are also well known and profitably handled articles. Attention is also given in the suggestions to the selling importance and the beneficial or expected influences on the samples offered for Fall selling compared with last Fall and Winter experiences.

Range of Infant's Necessities.

For infants and children the line should cover all the needs of the little ones. Bear cloth coats are bought at $12.00, $15.00, $18.00, $24.00, up to $36.00 doz. in most stores and feature mostly white, with a few cardinals or Teddy-bear shades. Angora coats and wool knit coats are sampled in popular priced qualities. Some stores handle cashmere coats and long embroidered infants' robes profitably, and occasionally demand is made for wool jackets at $6.00 or $9.00 doz., for presentation to the "new baby."

Bonnets are always sellers. Bearskin in white at $2.25, $3.50, $4.50 doz. Beautiful silk and embroidered makes at prices up to $9.00, $10.50, $12.00 dozen, and the wool trimmed or Angora bonnets are sold completely by Christmas time generally.

Muffs comprise the little novelties in wool and bearskin to cost up to $4.50 dozen, and white bearskin, foxaline and imitation ermine gauntlets are carried up to $24.00 dozen.

Overalls are best sold in white in the $2.25 and $4.50 lines. Cardinal and sky blue are bought in the ratio of 1 to 2 as compared with white. Sizes 4, 5 and 6 are the best sellers. Cardinal pull-overs at $15.00 or $18.00 dozen, are always demanded for Canadian children, and sell in sizes up to No. 7.

Leggings are best in white or cardinal, and with feet in the smaller sizes only. These are generally carried in the $2.00 and $2.25 lines.

Booties are best in all white, silk and wool, however combinations in blue and white, pink and white, and such little novelties are good. Merchants can pay 90c., $1.20 up to $2.00 for these, and it is nearly always possible



Easter Novelties in Hand-embroidered Hosiery. Shown by the Richard L. Baker Co.

to secure the set of samples of some well known house. This also includes infantees and white wool mitts. Baby veils at $1.00 and $2.25, featuring all wool and silk and wool complete the selling numbers in children's and infants' novelties, which can be sold easily in any store.

Leader Lines for Girls and Boys.

For boys and girls, Buster coats, and combinations of white with cardinal, sky, navy, etc. Cardinal with white and navy with white, and greys, comprise lines at $4.50, $6.00 up to $9.00 dozen in sizes 24, 26, 28, 30, 32.

Toques require next consideration and should feature plain and honeycomb effects. All white takes first place, white with sky, white with cardinal, navy with white, and cardinal with white bands and all plain colors sell best, both in $2.00, $2.25 lines and in the $4.00 and $4.50 prices. A number of merchants plan for a special toque at 39c., paying as high as $3.60 dozen, and the

WRITE TO

RICHARD L. BAKER & CO.

Importers and Mill Selling Agents

100 Wellington Street West, - Toronto

The HOSIERY HOUSE of Canada

For "Queen Quality" REGISTERED Stockings for Women and Misses of Cotton, Lisle, Silk Lisle, Pure Silk, in Plain and Embroidery.

and "King Quality" REGISTERED Sox for Men, of Cotton, Lisle, Silk Lisle, Pure Silk, Plain and Embroidery.

Let us send you sample dozens for this spring season's trade, and you will become a regular buyer of these brands.

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of:

Crescent Brand REGISTERED — BRAND "Velva" — Zenith BRAND

Wish to advise you that their range of production for

AUTUMN 1911

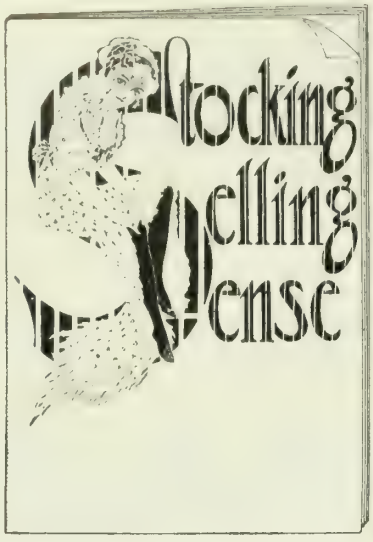
is now completed and in the hands of their selling agents, who will call upon you and we solicit a continuance of your esteemed orders

No Retailer's Stock is complete without these well-known brands.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

SOLE SELLING AGENTS



Your Copy is Ready—

packed up—stamped—just waiting for your name and address.

Put a line in the mail now—merely say—

"I want the book—STOCKING SELLING SENSE."

Every page bristles with ideas for window trimming, for advertising—for show card writing.

It's intended to help the man who knows the sign of the real fast black—

The Name That Sells the Stocking

Louis Hermsdorf Dyer

WORKS

CHEMNITZ - - - SAXONY

AMERICAN BUREAU

235 West 39th Street - NEW YORK

same ratio of colors is adhered to in the order as in the $4.00 and $4.50 selections.

Boys will take the hockey toque more freely this fall and for girls, aviation caps, both in the knit and woven styles will be stocked at $4.50, $6, $9 and $12 per dozen. White with sky, cardinal and navy will be the sellers and several ribbon and tassel-trimmed novelties will be used for special windows.

It is claimed that people will knit these novelties themselves, but it is readily apparent also that numbers of young ladies have not the leisure or time and must necessarily purchase in the stores. This demand is going to effect the selling of the better numbers in toques for girls, although it will be difficult to displace the toque for the more strenuous outing purposes.

It is suggested that merchants, who are anxious to derive all the benefit possible from aviation caps, feature and plan for a 69c window as the most approved leader price. It is possible to secure leaders at a suitable price to meet this and this arrangement will enable much better merchandizing of the higher priced lines.

Sashes are typically Canadian and are used in conjunction with sweaters, sweater suits and Hudson Bay coats. The double sash about 3 yards long and finished with heavy tassel ends at $4.50, is always asked for. Long knitted gauntlets in white or cardinal to match are also included.

Clouds are shown at $1.80 up to $9 a dozen and comprise fringed or tassel ends; white and cardinal are always taken with black occasionally asked, and are better stocked. Several novelties, also in these lines are always salable, including combinations of white with sky, white with cardinal, white with navy and plain tan, grey or sky.

General Lines in Stock for Fall.

Shawls in honeycomb weaves in white, cream, silver grey and black are safely booked at $6, $9, $12 and $18 a dozen. Imported shawls in the heavier or blanket makes sell in most localities and while it is not necessary to carry a great many, an assortment is always justified at from $12 to $36 a dozen. Shades should cover Oxford greys, browns, plaids and possibly one or two black cashmere or silk and wool double shawls, which will be demanded by particular trade or elderly ladies.

Novelty shoulder wraps for boating or verandah use, include silk and wool or shetland floss garments. Evening head wraps comprise lace, knit or senorita scarfs, the new square shaped innovations being preferred. These are stocked in colors, which appeal to the buyer and as a strictly speculative investment, prices quoted being $9, $10.50, $12 up to $24 doz. However the investment is more than justified by the tone given the section.

The Question of Mufflers.

Mufflers are to be considered as a perfectly local demand. Buyers must use their own judgment in placing these another season. Several novelties have appeared which appeal forcibly and merchants generally are inclined to stock these new numbers. All the leading shades are shown in these comprising combination and plain colors, white, cream, sky, pink, tan, brown, champagne, mauve, several shades of greys and black. Prices are from $2 up to $18 a dozen, and nearly every number should be a seller.

These new mufflers are similar to Spring needle weaves, as shown in underwear and come plain or fringed ends. Wood fibre novelties, while featured last season, are now shown in lower-priced makes and promise to become the feature of scarf selling for Fall, mostly in combination colors in all the popular shades.

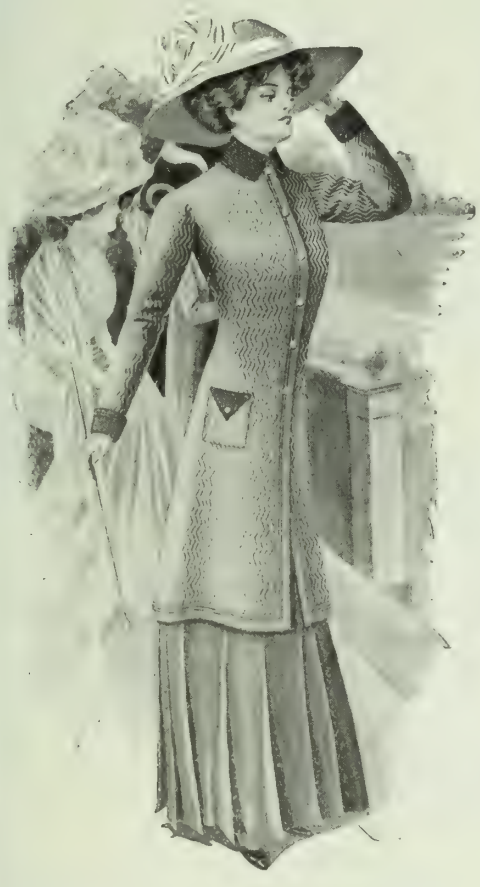
MONARCH KNIT GOODS





$200,000

just spent in enlarging and improving our plant, which makes it possible for us to guarantee good delivery for 1911.



MONARCH STYLES LEAD



See our travellers' samples before placing your orders for Knit Goods.

FOUR BIG FACTORIES MAKE MONARCH KNIT GOODS.

The Monarch Knitting Company
LIMITED

Head Office: DUNNVILLE, ONT.

St. Thomas, Ont. St. Catharines, Ont. Buffalo, N.Y.

Perfect Fitting RIBBED UNDERWEAR

Are you handling our splendid line of Ribbed Underwear? There is nothing on the market to touch it for cut and finish and only the finest quality selected yarns are employed in its manufacture. PERFECT FITTING RIBBED UNDERWEAR will not chafe the most delicate skin and it is most comfortable to wear.

Feature this rapid-selling line. It leaves an excellent margin of profit for the retailer.

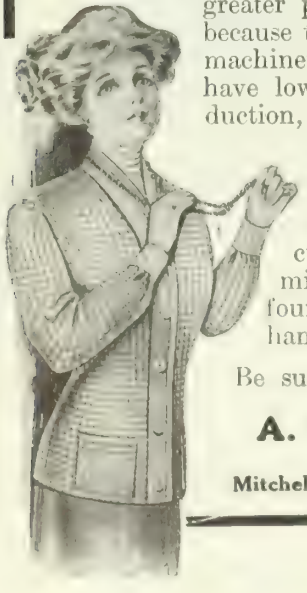
See our samples before you place your order.

THE C. TURNBULL CO.
of Galt, Limited
GALT, ONT.

QUALITY

has in no way been sacrificed in the lowered price at which we are offering

"Dominion" Brand Knit Goods



We are able to offer our goods at a no greater price than inferior lines, because the modern methods and machinery we have introduced have lowered our cost of production, and the retailer shares this reduction with us. Quality of yarn is as important in our eyes as perfection of stitch, cut and finish, and "Dominion" Brand will be found a splendid line to handle and feature.

Be sure and see our samples.

A. BURRITT & CO.
DOMINION MILLS
Mitchell, - - - Ontario

Natty little fold-over silk and wool mufflers and mercerized scarfs will be offered at from $2 up to $4.50. Merchants have included these mufflers in last season's advertisements from 39c to 12½c each, and are possibly best judges of the demand in their own particular locality for next Fall. A few high-neck mufflers in black only should be added if thought advisable, as many men prefer this make and buy the popular $4.50 line season after season.

Sweater coats are judged largely by the samples shown by the travelers and merchants can place liberally of these lines. Ladies' knitted coats at $9 doz., include grey, cardinals, navy and combinations. Better lines at $12, $15 and $18 dozen allow of more choice in color arrangement. Any sweater coat up to $30 dozen can be taken with comparative safety and it will be found that the lighter shades and combinations are the sellers, such as white, cardinal, light greys, tans, browns and the different combinations.

While the feeling always is for a few novelties, lines at $36 to $60 a dozen are the early successes of the season. Many customers who ask to be allowed to see the travelers samples, choose lines up to $120 a dozen in individual garments. While it is not policy to stock the same number in any other shades, the diversity of samples allows the merchant to show these prices in his assortment. It is evident, if special customers choose them a few could be sold over the counter. It is simply a matter of personal selection and individual attention when they are shown in stock.

Buy Special Lines for Advertising.

Contrasted with these is the demand for special advertising numbers and odd priced lines. Alert buyers will be quick to note the specials needed and one-price window assortments can be made in placing. To secure cheaper lines it is sometimes necessary to procure them from the range of men's sweater coats, paying $6 or $7.50 to merchandise at 69c or 89c each. Another good price is $1.29, and merchants often pay as high as $12 for this leader.

This assortment can be augmented at the discretion of the buyer, and also in keeping with the many novelties that possibly will be shown in the different ranges viewed. Motor hoods can be added or left to the millinery section, but note should be made that either or both departments handle this line.

Those merchants favoring steamer rugs should choose something in reversibles, bright plaids and to cost about $4.50 each. These are sometimes used also for motor rugs, and are salable to many people in the Summer for boating or traveling. A few brighten up a department and the sales should show a corresponding increase with the demand for Coronation tourist use.

⊙

Soundless Motor Hoods.

One of the novelties for next fall's knitted goods trade is the soundless motor hood, for which large orders have already been placed by a number of both wholesale and retail firms throughout the country. The full knitted head portion is lightly fulled into a plain band fitting about the face and finishing over the ears in a full knitted rosette, with a padded silk centre. A fitted collar portion has long straight ends which may be crossed or tied in front, or brought around to the back again and fastened there.

These hoods are comfortably lined with a fitted silk lining, and may be had in one or two-toned effects, those being especially effective in which the head portion is in white and the banding and rosettes in color. Some of the prettiest combinations are in white with pale blue and grey, with crimson or green.

"Onyx" TRADE 

Hosiery MARK

"Mérode" (Hand Finished) Underwear

"Harvard Mills" (Hand Finished) Underwear.

These are the Foremost Brands in

ALL AMERICA

Known from New Brunswick to Vancouver

Sold Successfully

by many reliable concerns

IN THE

Capitals of Canada

CANADIAN MERCHANTS

are invited to write us for catalogues and further information about these

THREE STANDARD BRANDS

Lord & Taylor

Wholesale Distributors

Broadway *New York*



All Wool
Hand and Machine Knitted

GOLF COATS

LATEST STYLES, COLOURS, FINISH.

PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET
LONDON, E.C., - ENGLAND

Thos. Grimshaw & Sons

Limited

Hosiery Manufacturers

27 Dale Street
Manchester, England

Works: Sun Mill, Littleborough.

Branches: Liverpool—21 Leigh Street
Brimingham—20 Cannon Street
London Office—6 Milk Street, E.C.

Agents for Canada:

Harrower & Johnston, Montreal

Speciality:

'Oak Tree' Hosiery and Underwear

Ellis Underwear

Spring Needle Ribbed Underwear.

SPRING NEEDLE UNDERWEAR is as different from ordinary underwear as silk is from satin. The texture is bland and perfectly comfortable. Spring Needle stitches allow the goods to take the lines of the body without the uncomfortable draw of less elastic fabrics.

SPRING NEEDLE UNDERWEAR FOR COMFORT

The retail merchant finds a distinct gain from handling Spring Needle wear, for once worn it becomes a habit and brings return trade.

Ellis Spring Needle Underwear is made in two-piece and combination suits for men and women.

SEE OUR TRAVELERS FOR FALL LINES.

The ELLIS UNDERWEAR CO.,

Hamilton, Canada

FOR PARTICULAR PEOPLE

This Label is your Protection

And it is your customer's guarantee that he is buying a real quality article.

"MAPLE LEAF" Underwear

has steadily gained in favor with a discerning public, and the demand for it is still on the increase.

Be ready to supply this demand.

Noted for its cut, finish, comfort in wear and durability.

Make "Maple Leaf" brand the leader in your underwear department; it will amply repay you.

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Thos. Waterhouse & Co., Limited

Ingersoll, Ont.

TRADE MARK REGISTERED TIGER BRAND.

"TIGER BRAND" UNDERWEAR

"Tiger Brand" Underwear is going to be the leader for Fall in the Underwear Mart. It has the three most important requisites of "good" underwear — Superior Finish — Durability—Style.

If you have tried other brands and found them wanting in "customers"—if you find your underwear department slack when your competitors about you are doing good business—there's a hitch somewhere.

Ask yourself—have I a stock of the finest Underwear obtainable?

No—not if you haven't Tiger Brand. It's the one big customer-getter and a huge asset to your shop. Send in your order now—see the result for yourself.

Galt Knitting Co., Limited

Galt, - - Ontario

First Fall Underwear Reports

Increased Orders Booked—Sample Values and Sizes to be Maintained in Delivery—Larger Quantities of Combinations.

Reports from Ontario, the Eastern divisions and the West as well are now confidently given regarding Fall underwear placing. These confirm the feeling on the part of the merchants that Fall business will be increased and first reports both as to ladies' and men's wear are most promising. Orders are better and the general feeling regarding these lines throughout the country is far better than a year ago.

Personal reports, too, from travelers in regard to the placing orders booked is that better lines are taken by most merchants. Some complaints are heard regarding sizes; however this defect will be remedied in deliveries. Combinations are demanded, especially in the better makes, $18.00 a dozen being the popular price. White, too, is being very largely taken.

It is maintained that merchants having stock on hand should be justified in securing a better price for these lines, but if value is the object in view, merchants who have stock are obviously in a better position for Fall merchandising in the underwear department than the placing buyer.

Every encouragement is merited by the Fall showing and business done so far on men's and ladies' underwear lines bear out the prospect of an increased Fall turnover.

Golf Coats for Summer and Fall.

There has been a tremendous demand all this season for golf coats for Summer and Fall trade. Some of the wholesalers have been notified that their orders cannot be filled in the quantities they asked for. Orders for the Fall trade have been placed in some instances for May delivery.

The summer coat which will be used for all sorts of sports, as well as for general evening and lounging wear, is most in demand in the longer lengths, finished with buttons and pockets. White is leading, but all the self colors are asked for, and those in the fancy stitches, and better qualities are shown in helio, wistaria, grey and other shades.

For the Fall season the style will be for the shorter lengths, which may be worn under coats, in clinging lines and self colors.

One of the supreme tasks which the most expert of handloom weavers of olden times set themselves to do was the weaving of shirts in one piece and without seams. The earliest successful effort seems to have been made in 1702, but it is probable that long before this there were expert workmen who were able to weave some simple garments without seam. In a charter of King Edward the Confessor there is mention of a tunic without seam, and this tunic is believed to have formed part of the Crown relics down to the time of Henry VI. The veneration in which it was held almost implies that there was something extraordinary, if not magical, about it; but it is hardly likely to have been the only one of its kind in all Christendom.



Your Customers' Choice

MOODIES'

Hygeian

TRADE MARK

UNDERWEAR

"Hygeian Underwear" has every point of material, cut and finish that pleases the buying public.

Our process of knitting and splendid manufacturing equipment give the "Better Finish" for which our goods are best known.

Details of cut, such as the underarm gusset and special neck and front finish, put wear and durability into the garments, features that pay the dealer in enlarged re-sale trade.

"Hygeian Underwear provides tor future business.

Samples for Fall are being shown by every wholesale drygoods house in Canada. See them.

Eagle Knitting Company

LIMITED

Controlled by J. R. Moody & Sons, Limited

Hamilton, - Ontario

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



LADIES'

Combinations fitted with the Patent **"S"** WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

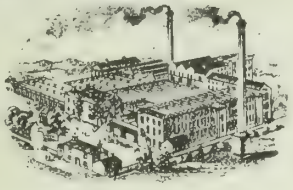
ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.



ESTABLISHED 1752.

Vanguard Reg? KNITTING WOOL MADE IN ENGLAND

The "MAPLE" Reg? KNITTING WOOL MADE IN ENGLAND

BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agent

David M. Chorlton

30 Hospital St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENT has LARGE STOCKS ON HAND of these BRANDS

IN ALL SHADES.



Serpentine Crêpe

SPRING PATTERNS

The leading Jobbers now have in stock the new and beautiful patterns of Serpentine Crepe in all standard colorings for Spring and early Summer.

The unusually large advance orders booked for these new patterns indicate that Serpentine Crepe is entering upon the greatest year's sale in its history—that dealers realize that these new patterns are far superior to those shown by imitators of this famous fabric—and that the peculiar construction, quality and finish of Serpentine Crepe make it the only crinkly crepe which will, under all circumstances, give complete satisfaction to their customers.

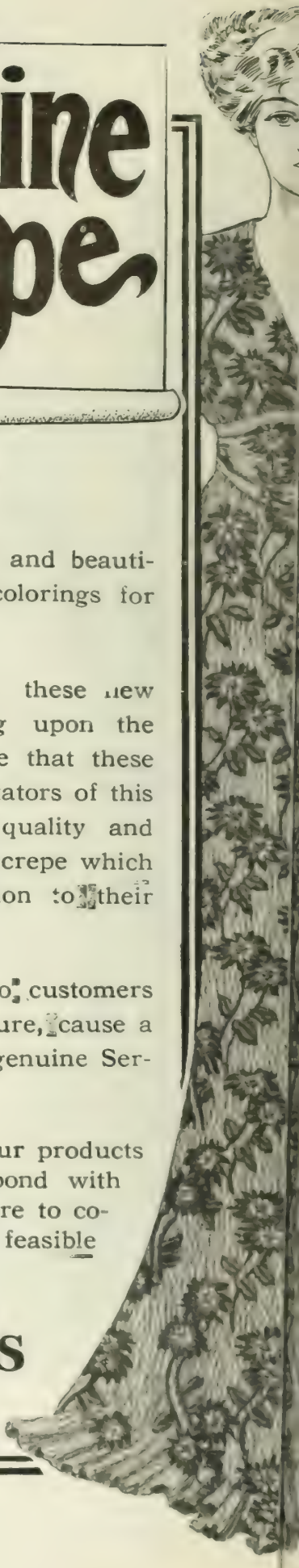
Our extensive and very attractive advertising to customers will continue throughout the season and will, we are sure, cause a largely increased demand at every retailer's for the genuine Serpentine Crepe bearing our trade mark.

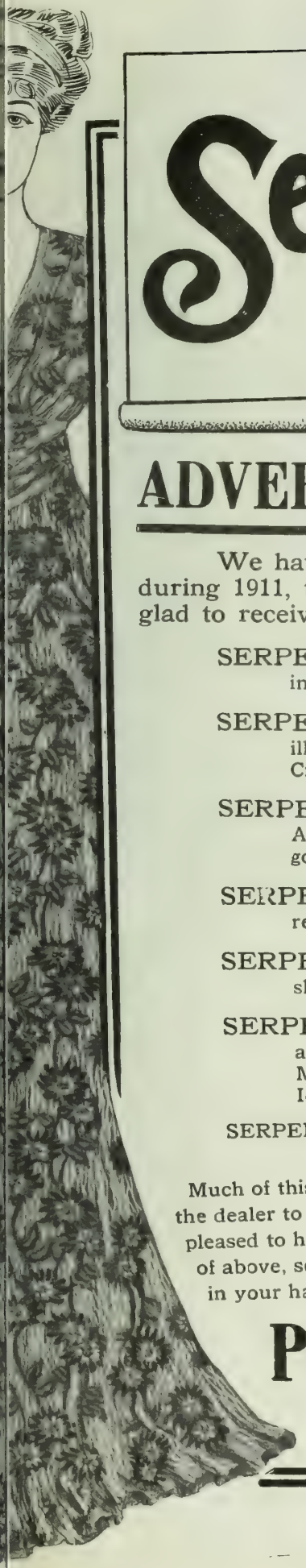
Retailers who may wish to extend the sale ot our products are cordially invited to correspond with us, as it will give us pleasure to co-operate with them in every feasible way.

TRADE PACIFIC MARK

Pacific Mills

BOSTON





Serpentine Crêpe

ADVERTISING FOR RETAILERS

We have prepared, at large expense, for the use of retailers during 1911, the printed matter, cuts, etc., listed below, and will be glad to receive requisitions from retailers for same:

SERPENTINE CRÊPE PLACARDS
in green and gold—white and gold—navy blue and gold.

SERPENTINE CRÊPE FASHION LEAFLETS
illustrated leaflets, postal card size, showing possibilities of Serpentine Crepe for house and street gowns.

SERPENTINE CRÊPE FASHION ELECTROS
A large variety for dealers to use in their advertising, showing both gowns and lingerie.

SERPENTINE CRÊPE COLORTYPE BOOKS
reproducing, in colors, the new patterns.

SERPENTINE CREPE LINGERIE LEAFLETS
showing new patterns of undergarments.

SERPENTINE CREPE FASHION PROOFS
a splendid series of advertisements, embodying Spring styles from McCall, May Manton, Peerless, Pictorial Review, Delineator, New Idea, Designer, Ladies' Home Journal, etc.

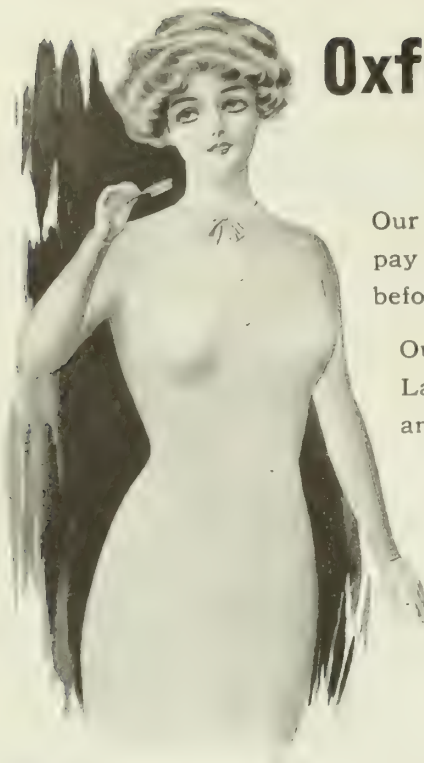
SERPENTINE CRÊPE STOCK TICKETS FOR READY-MADE GARMENTS
to be attached to garments made from Serpentine Crepe.

Much of this printed matter bears the imprint of the dealer to whom it is furnished. We shall be pleased to have you SEND FOR SAMPLES of above, so as to have the printed matter in your hands for Spring Openings.

Pacific Mills
BOSTON







Oxford Underwear

IN WINTER WEIGHTS

Our range is complete and it will pay you well to inspect our goods before making your season's purchases.

Our line includes a full range of Ladies' and Children's Vests, Drawers and combinations in Winter weights and is distinguished by perfect cut, finish and quality of yarn.

You will realize a specially good profit if you are handling "Oxford" Underwear.

SEE OUR SAMPLES
BEFORE ORDERING



OXFORD KNITTING COMPANY, Limited
WOODSTOCK, - ONTARIO

HOSIERY LEADERSHIP!

"Jason"

ALL WOOL
UNSHRINKABLE

SOCKS
STOCKINGS
HALF-HOSE
GOLF-HOSE
GLOVES
SHIRTS
PANTS
VESTS
SPENCERS
JERSEYS

Hosiery and Underwear

CANADIAN WHOLESALE AGENTS (HOSIERY):
TORONTO: Messrs. G. R. COPPING & SON, 27 Melinda St.
MONTREAL: Mr. A. B. COUCH, Frazer Building, 43 St. Sacrament Street.

CANADIAN WHOLESALE AGENT (Underwear):
MONTREAL: Mr. GEO. H. NAPIER, 417 Coristine Bldg.

KEEP WELL TO THE FRONT



Are Your Underwear Sales as Large as They Should Be?

Look into the matter carefully—see how they compare with your other sales. If you find that some of your customers come to you for their collars, ties, shirts, etc., but go elsewhere when buying underwear, it is time for you to find out the reason. Perhaps it is because you have not got the line in stock which they desire. You have probably noticed that the growing demand is for lighter weight and better quality in underwear. A great many people, and the number is increasing, never wear wool garments at all. For them a high-quality, light-weight garment is essential.

ZIMMERKNIT UNDERWEAR

will suit them to perfection. If you can offer your customers who ask for light-weight garments, the Zimmerknit brand, you will find that your sales of underwear will keep pace with your other sales. They have that softness of finish that only results from perfect workmanship. Compare a Zimmerknit garment with an imported balbriggan or other light-weight lines. You will readily see why people insist on this dependable brand.

INTERLOCK VELVET RIB: A new exclusive line with us, and our leader.

POROUS KNIT: In all colors. The ideal hot weather garment.

BALBRIGGAN: In all styles and colors

OUTING JERSEYS: Fast, washable colors.

BATHING SUITS: In all styles and many shades.

COMBINATIONS: A specialty with us in Balbriggans and Interlock Rib.

Ladies' and Misses' Garments in high neck, long sleeves; low neck, short sleeves; Combination Suits.

Men's and Boys' long sleeves and ankle; short sleeves and knee.

All dealers should insist upon Zimmerknit Trade Mark on their goods, which stands for High Class Underwear.

The ZIMMERMAN MANUFACTURING COMPANY, Ltd.
HAMILTON, ONT.

WHITE HEATHER



REGISTERED TRADE MARK

BALDWIN'S "BEEHIVE"

BEEHIVE TRADE MARK



REGISTERED

Baldwin's 2nd Quality AND Baldwin's Best

"WHITE HEATHER"

ARE THE BRANDS FOR

KNITTING-WOOL SPECIALISTS

THEY ENSURE A READY SALE

Through leading Wholesale Houses. Samples, free on application, from:—

J. & J. BALDWIN & PARTNERS, LTD.

ESTABLISHED 1785 HALIFAX, ENG.

Agent:
Duncan Bell
MONTREAL & TORONTO

Britannia
Sports — Sweaters
For Ladies and Men

NEW DESIGNS
Boys' Jersey Suits

Same brand as Britannia Underwear and Hosiery.

BRITANNIA





WHOLESALE AGENT FOR CANADA
DUNCAN BELL, MONTREAL and TORONTO

"Craftana"

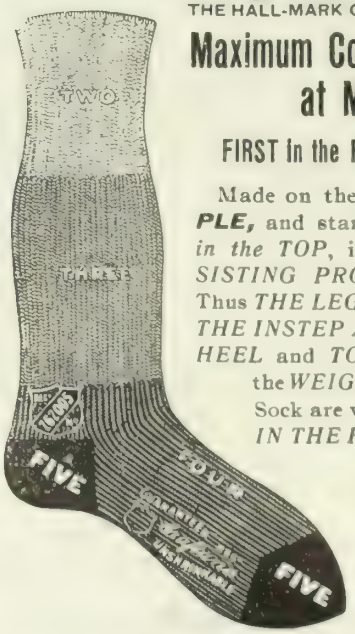
THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARDWEAR



Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Perfect Fitting Hosiery

You can give a GUARANTEE to every customer who buys

BEAVER BRAND HOSIERY



It is the most comfortable footwear manufactured in any factory.

BEAVER BRAND HOSIERY is made to fit snugly, following each curve of the leg. The heel and toe are reinforced, making the foot particularly strong.

"It is Made in Canada for Canadian Wearers"

"BEAVER BRAND" will bring customers to your store, and your customers will be satisfied.

ALL ORDERS PROMPTLY SHIPPED.

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO

JAEGER PURE WOOL

With the coming of Spring comes the demand for

NEGLIGEE SHIRTS



Our range of designs in Pure Wool Taffeta, Tussore and Cambric surpasses anything we have previously shown.

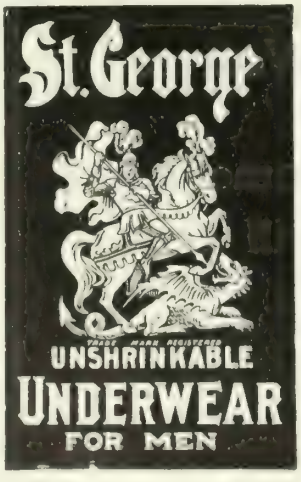
Spring weights in PURE NATURAL WOOL UNDERWEAR—a full stock in all sizes for Men, Ladies and Children.

Our travellers are on the road now. If you wish to see a full range of Jaeger for Spring and Fall, write us at once.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 52 VICTORIA SQUARE, MONTREAL

Underwear That Sells



An unshrinkable woolen underwear is rare indeed. Your customers will soon learn to ask for

"St. George" Brand

for it not only is unshrinkable, but is cut with a careful regard to figure.

It's a stock that moves itself. It is handled by all jobbers.

Schofield Woolen Co., Limited

OSHAWA, ONTARIO

It Means a Lot

to the Dry Goods Merchant and Merchant Tailor to know of a **Button House** that carries in stock almost everything in a **Button.**



Our assortment is greater than ever in all lines, in

Silk, Satin, Serge Covered, Ivory, Bone, Horn and Metals, especially Gilt (remember this is Coronation year),

and not the least, in all kinds of Pearls, in which we claim the leadership. Our Pearl Cabinets are assorted with larger sizes this year.

All letter orders are filled the same day they reach us. All our travellers are out: give them a look through.

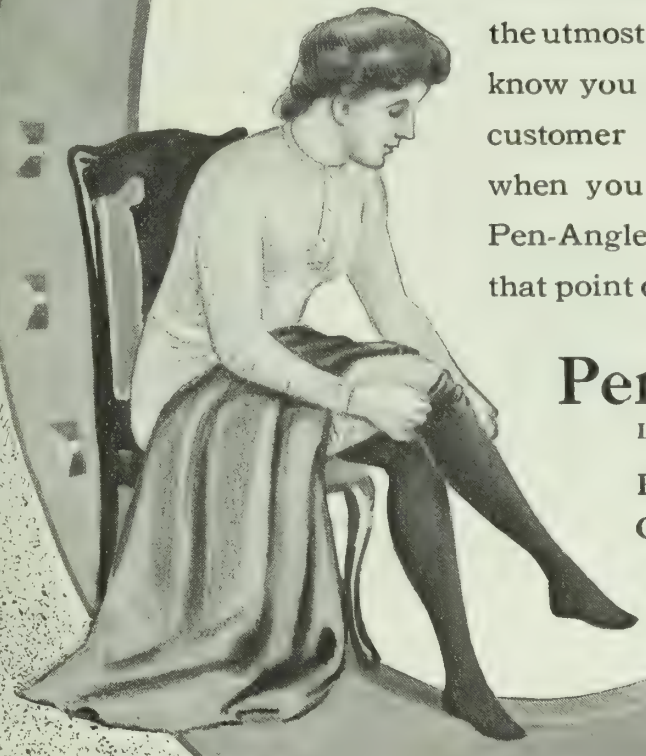
The Ontario Button Co.

BERLIN, ONT.

YOUR LUCKY DAY

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
HOSIERY

will arrive when you decide to specialize on Pen-Angle Underwear and Hosiery. Pen-Angle is the brand that will win the goodwill of your customers. Pen-Angle Underwear and Hosiery are made to fit right, to wear long, and to give the utmost comfort. You know you are doing your customer a good turn when you recommend Pen-Angle goods. Does that point count with you?



Penmans
Limited
Paris
Canada

Border Cotton Foulards—The Popular Dress Novelty

These fabrics, which are the rage now in European and United States markets, are being first presented to the Canadian trade in

STAR BRAND DRESSES.



These stylish garments will sell on sight to best dressers. They will be in big demand this season.

Order a supply, and order them now.

The Star Whitewear Mfg. Company

BERLIN CANADA



Coats Show Empire Influence

New in Line but not Eccentric --- Novelty in Satin is the Cape Coat --- Serges, Checks, and Mixtures

THE Empire period has shown its influence in the new coat, though the touch of the modern designer is seen in their effective draping. They are so modified and modernized in effect that they are both practical and salable, and though new in line are not eccentric. Straight line effects dominate and the majority of the models show the present feeling for simplicity. A number of the distinctively new coats are plainly tailored, while others are trimmed with satin.

Serge coats and coats of check or mixture are made in Empire effect, the skirt being joined on to the close-fitting high waist. The large sailor or pointed collar and cuffs are of black satin, set off with touches of black and white striped silk.

Many white serge coats with the collar and facings of black satin are seen, and the combination of navy serge and black satin facings, with touches of black and white is a smart one.



Suit of navy serge trimmed with wide braid, as shown by John Northway & Son, Ltd., Toronto.

The novelty in satin is the cape coat. This is cut long and straight, with the sleeve in one with the garment, and rounds up in front like a cape. As a rule, there is a large cape-like collar of the satin, trimmed with wide braid. Sometimes fancy silk in brocaded or Oriental patterns are used for the collar. Much of the effect of these coats is due to the lining of bright colored satin, cerise, coral, Empire green and Royal blue being the most used shades.

A decided novelty and a very effective one was a cape coat made of black and white check and navy blue serge.



"Her Ladyship" waist, open work panel embroidery, front closing at lace edge left of box pleat. Shown by W. R. Brock Co., Limited

The coat was of the check and had a shaped band of the serge about ¾ of a yard deep at the back and ending in nothing just below the waist line in front. There was a sailor collar of the serge, ending in wide navy satin ribbon ties, and the lining was of white satin. This cape model was also very handsome in pongee and black satin. The sleeves, of course, were ¾ length.

Serges, checks and mixtures, as well as satins, wool satins, pongee and linens are the leading coat fabrics.

Sheer materials trimmed with filmy laces and dainty embroideries put on in flat effects characterize the high priced numbers in whitewear lines. There is much elaboration, but it is far removed from the fussy, frilly effects of a few years ago. There is just as much work entailed, and perhaps more is expended, for practically every stitch tells, and has to be perfect, for it adds its quota to the general effect. Elaborate tracings of delicate lace outline motifs of Madeira or hand embroidery and veinings or narrow laces mask the seams.

The fact that the slender silhouette is to be maintained is strongly influencing the sale of combinations, and the popularity of combination corset covers and draw-

Skirt Talks

No. 7

REASONS WHY:

Customers Approve Livingston & Scott Patent Maternity Skirts

The extra fullness is in the front (where it is needed)—not in the back, as in other makes—so arranged that it is not noticeable, and yet gives an easy and perfect fit.

They will not run up in front; a too frequent fault with other styles.

The cut and hang is attractive and stylish, following the prevailing modes in general effect.

There are no bulky draw-strings or lacings to mar the tailored finish.

The hang is perfect, straight in front and even all around.

The Special Maternity feature does not prevent the use of the skirt for ordinary wear.

There are no complicated fasteners, draw-strings or elastic bands to give bulkiness or discomfort.

The Livingston & Scott Maternity Skirt is an improvement over every other skirt made for the purpose, avoiding all their faults and giving complete satisfaction.

Why not write for samples?

Livingston & Scott

Clendenan Avenue

TORONTO

ers, and corset covers and skirts is steadily increasing. A new style of drawer and corset cover combination that is very much favored is not joined at the waist line, but has the circular drawers joined at the hip line. This kind of combination is also shown in the new wide model that comes only in closed effects, as the drawer is wide enough to preclude any necessity of the open cut. Another model shows the star yoke and is especially desirable for stout figures. Still another boon to the stout woman is the princesse combinations. This garment is cut in narrow shaped gores which extend in an unbroken line to the edge of the drawers, a curving gore at the back giving the necessary fullness. In all these garments beadings, veinings or narrow laces are used to mask the seams and rows of lace insertion finished with a tiny ruffle of lace form the edge finish. The upper part is trimmed with bow-knots, Greek key and other patterns worked out in lace insertion.

But newest of all and introduced because of the very close fit of the new skirts, is the sheath-bocker combination,



"Her Ladyship" waist of fine mull muslin, blind embroidery, front closing at lace trimmed edge left of box pleat. Shown by W. R. Brock Co., Limited.

This dainty garment is made on princess lines, and the straight knickerbockers are drawn in below the knee with ribbon run lace or embroidery insertions. The seams are masked with narrow lace insertion and lines of lace or insertion trim the outer side of the knickerbocker.

The new lingerie skirts are made with the bottom edge from 2¾ to 3 yards wide, but this does not express the change to the fullest extent. There is no flare, the lines being perfectly straight. The trimmings are both new and elegant and consist of straight flounces, guiltless of gathers and often in panel effect, trimmed with the sheerest of lace and embroidery. These skirts by reason of their cut and the flat trimmings used do not in any way interfere with the straight effects which are such an essential feature of the Spring costume.

This will be a great season for princess slips for the very soft sheer nature of the new Spring materials makes the wearing of a slip a matter of necessity. Another reason why slips will be worn is because of the high waist line, as the slip gives a smooth, straight line foundation for the gown. As gowns are to be made of transparent fabrics and the majority are unlined from the

New "Eclipse" Models for Easter and Spring Wear



TAFFETA SILK WAIST with new Peasant or Kimona sleeve, Bodice and Sleeves made of fine pin tucks. A new model, very smart.

Each season more dealers are specializing in "Eclipse" Waists and Lingerie Dresses.

They increase business by their excellence of style and perfection of finish and give very attractive values at every price.

The illustrations show a few from a new range, bigger and better than we have yet offered.



TAFFETA SILK WAIST with modified Kimona sleeve. Bodice plain silk with strappings of silk and buttons. Body and sleeves of fine tucks. Particularly effective and novel.

See the complete lines of "ECLIPSE" samples now being shown by our representatives.

"It's the Something Different that does it."







These models are taken from a choice range of about 50 styles which the Eclipse Whitewear Co., Toronto, are showing for Easter and early Spring trade.



TRADE Laurentian MARK

The Secret's Out!

The Diamond Whitewear Co. Limited
Three Rivers Que.

Laurentian has a Line of Dresses

It's the Line of Lingerie Dresses



OUR LEADER
Price - $24 doz.
In White, Helio, Pink, Blue, or Champagne Soft Mull.

When we do a thing
We do it Right.

You'll realize this when you see the line. You'll be enthusiastic when you see how they sell.

The Dress Department is organized as a separate factory--Special Designers, Trained Workpeople.

And the Laurentian Standard of
FIT, WORKMANSHIP, VALUE

Soft Lingerie Dresses

in the latest styles, and all good colors.

Exceptional Values at

$2, $2.25, $2.75, $3.00, $3.50

Those who have seen them say they are unmatchable.

Sales of Dresses will be Big. Get Your Share

APRIL DELIVERY FOR THESE LINES

A BIG LINE OF KIMONAS
In Sheer, White Lawns. Well Worth your Buying

WAIT FOR THE LAURENTIAN MAN

The Diamond Whitewear Co., Limited

Three Rivers, Quebec

Manitoba, B.C., Sask., Alta:
Geo. Strachan
E. L. Burden

Toronto
W. H. Piton
Empire Building

Montreal and Eastern Ontario
Z. P. Benoit
Mark Fisher Building

Quebec Province
J. A. Morin, 130 Joseph Street, Quebec

Maritime Provinces
Alex. Burr, St. John, N.B.

short waist down, there is sure to be a big demand for princess slips.

The deep Empire yoke finished with a wide ribbon-run beading and most elaborately trimmed with lace or embroidery are very strongly featured. As a rule the peas-



A Royal Garment, made by the McElroy Mfg. Co. Ltd., Toronto. Mull dress trimmed with Swiss all-over and baby Irish lace insertion. Fine embroidery flounce and new wide band effect on skirt. Empire back. Dutch neck and three-quarter sleeves.

ant sleeve is used, but both on the Empire and on the chemise models the Empire puff sleeve is often seen. Many high class models are finished with a lace-trimmed frill at the edge of the gown. This finish adds little to the weight or bulk of the gown, because of the extreme sheerness of the materials used.

Mercerized lawns and batistes are the prevailing fabrics used, but some makers are showing crepes and hair-cord lawns as a novelty. The ribbons used to thread beadings are either pink or blue in pale rose or ciel tints and full chons are used rather than bows as a finish.

⊙

Suits Will Sell Freely.

The suit will be an indispensable item in the women's wardrobe this Spring, and because of the radical changes in style, a new suit will be imperative with the well-dressed woman.

Suits will sell freely during the early months, but the selling season promises to be a short and busy one. Navy blue, and white serge, pencil striped serges, black and white anchored and shepherd's checks and black and white stripes and mixtures and a few tans are about all there is to it in the suit world. Manufacturers of high-grade garments are doing well with black satin suits, and suits of the new wool-backed satin. This fabric is just the right weight for Spring wear; it has the draping qualities of cloth with the exquisite lustre and richness of a silken fabric.

Then new coats are form defining and 24 in. is the best selling length. Large sailor collars of satin, edged with wide braid, the closing either being on one side or with two or three buttons in the centre. There is either a trimming of braid or a fold of satin around the edge of the coat, and often there is a panel of the fabric above this band. Wide incroyable revers, often double, the one being of black satin and the other of black and white stripe is a smart new fashion.

Skirts are not so tight, but are straight and plain. As a matter of fact, they do not look so much wider, but inverted pleats near the foot makes walking easier.

The new feature in suits is the bolero. Short sac



A new model with sailor collar, as shown by M. Pullan & Sons.

boleros are shown as a finish to dressy satin suits, and they are also used as the jacket to white serge models trimmed with white braids.

⊙

Frocks for the Little Folks.

Manufacturers and wholesalers are doing a good business this season in ready-to-wear garments for children, and orders already placed show a considerable increase over those of last year, and all previous years. Some of the wholesale houses have stocked much more heavily along these lines than ever before and feel no anxiety over their ability to dispose of the stock.



Suit of grey mixture. New cut-away coat model with collar of black satin and smoked pearl buttons. Gored skirt with panel front. Hat of violets and cerise ribbon velvet.

Famous for their
Fit, Cut, Style, Hang and Finish

Another
of our
$3.00

Royal
REGISTERED TRADE MARK.

Garments



Russian Sailor

White Duck, trimmed Navy, Sky, Red,

Pink Duck, trimmed White.

Sky Duck, trimmed White.

Sizes, 14, 16, 18
32, 34, 36

See our range of
Middy and Sailor Suits

See our range of
Mull and Swiss Embroidery Dresses

Royal
REGISTERED TRADE MARK.

Let us send you a sample line.

The McElroy Manufacturing Co'y Limited
47 Simcoe Street, TORONTO

Styles are Simple.

While children's dresses are much wider in proportion than those designed for women, they are nevertheless made along flat lying lines. For the very small girl there is the semi-empire effect made with much less fulness than of yore. There are pretty little straight cut frocks of monotone gingham, with box pleats coming to just below the waist line, and finished with a loosely fitting belt of the same, the only decoration being tiny folds of white in collar and wristband.

There are also charming little French dresses with very long waists, made panel effect in the front, and with short flatly pleated skirts. A pretty model in butchers' blue linen had collar, wristbands, front panel and the top of the skirt portion piped with tartan, and tartan covered buttons were placed on each side of the panel. Others in checked and spotted materials had a tiny yoke and box-pleat down the front, of a plain harmonizing color.

Little white sailor dresses were finished with spotted collar, cuffs, belt and tie. Striped and figured suits have the accessories in plain colors. Little French frocks in black and white shepherd's plaid looked very dainty with pipings of red, and red buttons. Another variety which is offered for sale in blue and white, and brown and white stripes is a kilted frock finished with Dutch collar and cuffs in cream color and feather-stitched in the color of the dress. Large buttons in the frock color are over sewed in white.

Great Confidence in Dresses

Pretty Models in Ginghams, Chambray, Cotton, Foulards and Linen Suitings — Butterfly Styles Continue Popular — Stripes, Dots and Checks Good

Buyers now in the market are expressing their confidence in dresses for the coming season. They have done particularly well with dresses during the fall and winter, the sale keeping steadily up until the end of last month. The manufacturers are well prepared, and are showing a large range of models in a big range of fabrics, and practically all prices. Therefore buyers should have no difficulty in selecting garments suited to their selling requirements.

Simple models to sell at popular prices are shown in gingham, chambray, cotton foulards, linen suitings and in lawn models. These dresses are made with the new cut skirt and with ¾ sleeves. Lingerie gowns are trimmed with lace and embroidery bands, and the chambrays and ginghams are trimmed with pipings and covered buttons. Many dresses have the high sailor collar or a yoke and sleeve band of plain color. Exceedingly pretty models made of cotton foulards are shown. In the better grades these are trimmed with satin, lace or allover embroidery.

Beautiful models are shown in lingerie. These lingerie gowns are exquisitely fashioned and trimmed with real Cluny, German, Valenciennes and crochet and Venise laces, combined with tucks and motifs.

Some of the newest are embroidered in white and colors. Marquisettes and cotton voiles are the fabrics of the season, and the newest of these are trimmed with Bulgarian embroideries in white or solid color, either in porcelain blue or coral or rose. Patterns worked out in blue, coral and old gold outlined with black are also in evidence. Most fashionable of all are the embroideries done in black and white. Marquisette gowns are beaded, and are trimmed with wide lace bands and folds of satin.

There is no abatement of the vogue of butterfly models and foulards and messaline dresses are made up in this style with high, round or Dutch neck models. The ¾ sleeves have lace undersleeves, and some have square collars of lace or satin, while others show incroyable revers and turn-back cuffs. There is a distinct leaning towards girdle and sash effects. In some of the new models this takes the form of a wide piping headed with a heavy cord. Other models show the high skirt stitched onto the short Empire waist.

Sensible Lines in Corsets

Style Changes Lead to an Early Demand — Makers Making Close Study of the Comfort-Giving Requirements

The Spring season is opening up well, and the general business activity in all lines fosters the belief that there will be an early enquiry for corsets. Therefore, it is important that the new models should be on hand and the department all ready for new business at an early date.

From past experience buyers know that any decided style change always leads to an early demand for corsets. Dressmakers know that it is impossible to give the proper line to the gown that is fitted over an old style model; therefore, before the new Spring gown can be taken in hand, a pair of new corsets has to be purchased.

Supplesness and flexibility and the giving of the much-desired slender contour to the figure are the chief points aimed at in the production of the new corsets. Of course, the new corset cannot work miracles and present a woman with an entirely different figure, but a properly fitting model both can and does make the best of the figure a woman has by correcting faulty lines and making the best of the good ones. Moreover this is achieved on principles that are strictly hygienic, for the wearers are conscious of no undue compression of the flesh, or of any of the delicate organs of the body. New models have the proper width, which permits absolute freedom in breathing.

Coutil and batiste are stape fabrics, but some manufacturers are introducing tricot fabrics. These have been freely used for imported high-priced models, and have given satisfaction, as they are soft and pliable, and help to give the much desired flexible effects.

THE SUIT ON THE COVER.

The smart suit featured on this month's cover is typical of the advance mode. It is made of white and black striped suiting, cut so that the arrangement of the stripes forms a trimming feature. The skirt, while cut on narrow lines, is sufficiently wide for comfort. The flounce, the rounded collar with incroyable revers and the cuffs, are of black satin. The coat fastens with one handsome button and is slightly cut away. The hat is one of the new cap-like models, and is of black velvet, and flat, dead white braid, and the parasol matches the dress.

A ROGERS GARMENT TRADE MARK REGISTERED

Canada Cloak Co.

LIMITED

63-71 West Wellington St.

TORONTO .:. CANADA

MANUFACTURERS OF

WOMEN'S, MISSES' and CHILDREN'S COATS

FUR-COLLARED COATS

WOMEN'S and MISSES' SUITS

WOMEN'S SKIRTS

A ROGERS GARMENT TRADE MARK REGISTERED



Gown of pearl grey marquisette over cerise satin. Border and trimming on the butterfly waist carried out in chalk white beads. Band of cluny antique lace and hem of grey satin finishes the skirt. The hat is of Java straw veiled with black maline with butterfly of shirred maline and touch of cerise as trimming.

PERFECT FIT

If you want a Spring Jacket for $3.75 we have it.

A Garment that Gives Satisfaction

Pullan Garment

SPRING 1911

If you want a SUIT for $10.00 we have it

SUITS	COATS	SKIRTS	RAINCOATS
$10.00 to $25.00	$3.75 to $22.50	$3.00 to $9.50	$5.50 to $15.00

You are cordially invited to visit us during the millinery openings.



We Illustrate Here

Two Leaders

at Popular Prices

SEND FOR SAMPLE GARMENTS

PULLAN GARMENT
STYLE
QUALITY
VALUE
SERVICE

NOVELTY COATS

for immediate delivery

$7.50, $8.50, $9.50, $10.50

SEND FOR SAMPLE GARMENTS

If you have not received our NEW SPRING CATALOGUE, we shall be pleased to send a copy.



FANCY TAILORED MODEL, SERGE SILK LINED
Made in fancy all wool tweed effects and stripe worsteds
$15.00
Send for Sample

Travellers are on the road for fall with one of the finest ranges of Coats, Suits and Skirts ever shown in Canada.

Wait for the Pullan line—it will pay you.

"THE SUIT OF THE SEASON"
made in fine French serges, venetians or panamas, serge silk lined
$11.00
Send for Sample

Pullan Building

M. Pullan & Sons

An exclusive Cloak, Suit and Skirt House

Cor. Bay and Wellington Sts., Toronto

Established 1902

UNEXCELLED VALUE



Waist of black and white voile with yoke and sleeve finish of black satin embroidered with white. Black and white embroidery around the yoke.



Waist of cotton voile embroidered in Helen pink. Bow and jabot of black satin ribbon.

MVTVAL ADVANTAGE

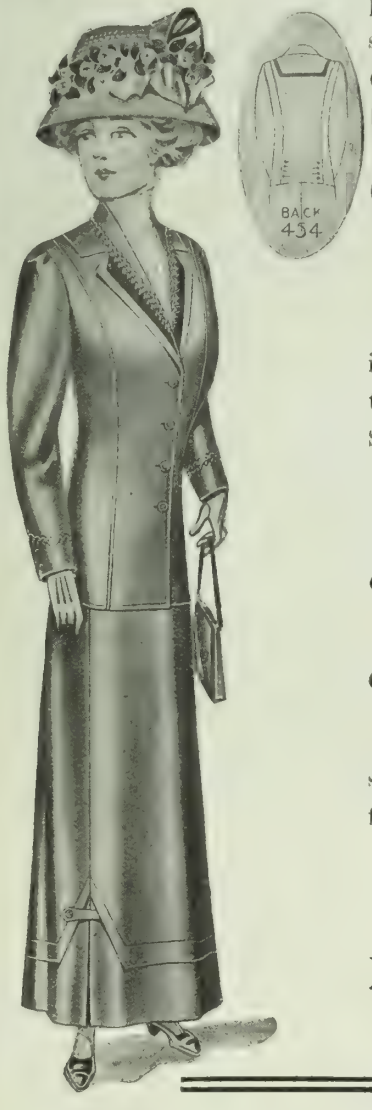
INDEPENDENT CLOAK CO.

TO THE TRADE!!! MARCH 1911

REDUCE YOUR ALTERATIONS. INCREASE YOUR PROFITS.

These cuts represent two of our many leaders which have made the Independent Cloak Co. *famous.* Our Garments have made a reputation for their *Cut, Style, Make, Hang* and *Finish.* The surest way to increase your ready-to-wear business is to join the enthusiastic and growing number of merchants selling the I. C. C. Garment.

Every Garment is Man Tailored and Carefully Examined by competent people, and never leaves our factory unless perfect. To satisfy your customers, you must have *Quality, Style,* and *Fit,* which is the feature of our Garments.



4940

OUR SPECIAL SILK COATS!!!

Our Special **$7.50** Taffeta Coat is richly trimmed with Braid and Soutache. Of course, we have also Corded Silk, Peau-de-Soie and Shantungs.

Quality vs. Price

Our Suits range from **$6.75** to **$22.50**

Coats from - **$3.75** to **$18.00**

At request we will send you some of our leaders and best sellers for your inspection.



Independent Cloak Co.

TORONTO



4950

Parisiennes Have Craze at Present for Eccentric Dress

One Costume With Simple Blouse Waist had Elaborately Embroidered Skirt in Startling Contrast — Advent of the Bolero — Newest Skirt Cut is the Circular — Sleeves Widening Into Bell Effect — Furore for Printed Effects

(Staff Correspondence)

Paris, France, Feb. 16, 1911.

PARISIAN dressmakers are busy with gowns and millinery for clients who are taking flight southward to the sunny shores of the Mediterranean. These garments are always important because from them often develops the style that is to rule in Paris during the coming Spring.

The very first garment a woman who is going south orders is a tailored suit. The latest decree of fashion is the revival of the bolero.

Coat lengths have been creeping upwards for some time now, and the advent of the bolero is the logical outcome. The bolero is being tried out in the south and should it make good these jaunty little jackets will be much seen during the coming months.



A high peaked hat of rough braid straw with hand-painted feathers in tones of cerise.

Not only are boleros shown as the jacket finish to the tailored suit, but they are being used as part of the costume or gown, and are so cut as to give a pretty blouse fullness, or a semi-sack above the high waist line.

New Skirts Fuller.

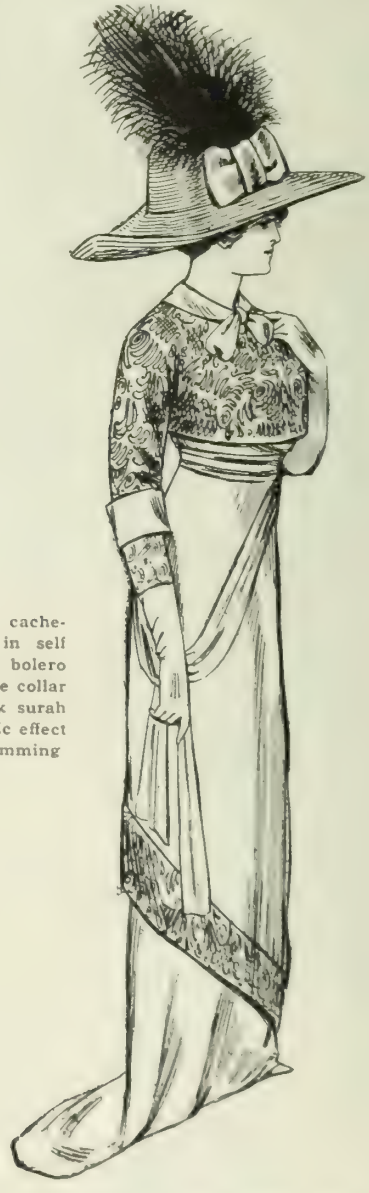
The new skirts are decidedly fuller, but they are on straight lines with not the slightest vestige of a flare. Flounces and pleats are applied but the new flounces are straight cut and have no gathers, and where pleats are used they are inset in such a manner as not to break the line, and are pressed perfectly flat. In all cases it must be remembered that the narrow straight effect remains.

The newest skirt cut is the circular, but it is by no means the circular skirt of some seasons ago. It molds the figure from the waist line to the knee, and from the knee down flutes and circular gores are arranged to the hem. Very often this lower portion is laid in inverted pleats, and though the skirt still conforms to the straight line, there is much more fullness around the feet. Though the strictly tailored suit is made invariably with the short skirt, trains are appearing on the more dressy afternoon and evening gowns, and Paquin is making gowns with a square train intended to be carried in the hand.

Sleeves are showing a tendency to widen into bell effects, and Paquin is making many gowns with elbow angel sleeves.

Light Weight Satins Fashionable.

Satin is to be the fashionable Summer fabric, and the new satins are much lighter in weight than those worn during the Winter. Black liberty satins and satin laines are being made up into gowns finished with a short bolero, and into coat and skirt suits. Satin laine, toile-de-soie, cashmere de-soie, souple satin and drap souple are the new materials for tailored suits and dresses. Several of the leading dressmakers are introducing souple taffetas in both plain and changeable effects.



Smart costume of dove grey cachemire de soie. Braiding in self color entirely covers the bolero bodice. Plain white lingerie collar is finished with a grey silk surah cravat, and skirt gives a tunic effect by means of the braided trimming

A perfect furore for printed effects is expected and foulards and crepe de chine, crepe meteors, crepe satins.

A Reputation Built on Merit!

¶ Nearly every buyer of wearing apparel has had the experience of handling garments which looked well, fitted well and seemed in every way satisfactory; yet after the first rough weather wear the shape and style disappeared entirely, leaving only a draggled, wrinkled garment which no amount of pressing could rejuvenate.



¶ NORTHWAY GARMENTS have a national reputation for their shape-keeping qualities. In handling them you are assured that the distinctive shape and appearance will last as long as the garment does; and the garment will last much longer than an ordinary one because of its superior workmanship.

¶ NORTHWAY GARMENTS add to the reputation and prestige of the merchant and ensure satisfaction to the customer.

¶ Write for our attractive style book on "Distinctive Spring and Summer Fashions."

John Northway & Son, Limited

91 Wellington Street West, - - - - Toronto



Children's Dresses

Just as Mothers Want Them.

Recognizing a steady demand and supplying it brings sure success in business.

There is an overwhelming demand for just the sort of dainty, serviceable children's dresses that are made by

Home and Watts

Many of the best Canadian merchants have found huge profits in handling our goods, beginning in many cases in a small way.

We make Children's and Misses' Wear exclusively and are the only house in Canada that makes a specialty of this line.

We are showing for 1911 the finest lines of **our specialties** that we have ever produced.

The Middy Waist shown comes in young girls' and misses' sizes and is finished tothe last detail ready for immediate wear. Wide, rolling collar, cuffs and tie have the little dash that always marks the H. & W. waist.

The skirt is plain in color and pleated

Home & Watts, Limited

Children's Dress Specialists

DUNCAN AND ADELAIDE STREETS

TORONTO

as well as voiles, marquisettes, gauzes, grenadines and other thin transparent fabrics are shown in plain colors and in printed and brocaded effects in every imaginable variety. Voiles, marquisettes, gauzes, etc., are very fashionable in Pekin stripes.

The making up of grey, white or a light color over dark or fancy linings is a new effect that is coming into favor. It seems rather an odd taste that demands that not only the foundation but its trimmings shall be richer than the outer fabric. Thus a brocade foundation will be trimmed with bands of rich lace or passementerie and both the pattern of the brocade and the rich trimming will show indistinctly through the white or pale grey marquisette or voile with which it is veiled. The waist, as a rule, reveals more of the trimming, for above where the fichu or surplus folds join there is a space left that is filled in with the trimmming.

The white gowns for the coming season are beautiful in the extreme. Exquisite laces and embroideries are combined in such a manner as to set off the perfectioa of each. The most popular of these gowns are on simple flat lines, and the figure, that is, the upper part, is sharply outlined. Some of the skirts are made with a scant flounce, or even two flounces, but all are on long straight lines.

The most exquisite hand embroidery on silk, or on the fabric itself is the chief feature of these new gowns and this embroidery forms a heavy deep trimming all around the straight skirt, and often the skirt is finished by a fold of satin or chiffon below the wide band of embroidery.

There is a veritable craze for originality in dress which is being carried in many cases to the point of eccentricity. Apart from Turkish trousers, and trouser skirts many remarkable models are seen. One in point was a simple blouse costume of crepe satin of the softest, souplest variety. It was made with the simplest possible blouse waist with a round neck and straight three-quarter sleeves and absolutely devoid of all trimming. The skirt in startling contrast was most elaborately embroidered in eyelet effect, the broad band reaching in deep points up to the hip line.

Paul Poiret's doings are always of interest and during the last few weeks he has been showing Empire models. The story goes that when moving to his new building he had one of the salons fitted up in Empire style in light emerald green. The day before the formal opening he was horrified by the inartistic effect of his newest creations when shown in this room. Therefore he designed a gown modelled after one worn by the Empress Josephine. This was exhibited on Poiret's most stunning mannequin, and was an instant success.

Women of the highest fashion have carried the new mode to the Riviera. The new mode banishes rats, puffs and the sheath gown to the limbo of forgotten fashions.

No letter from Paris at this period would be complete without referring to millinery matters, for Riviera millinery is an always interesting subject.

Charming fruit, flower and tulle toques are being dispatched to the south, but many plumed hats are also being taken for restaurant and casino wear in the evenings. Souple crin and straw toques that have neither wires nor stiff linings and which pull on to the head cap fashion are the latest. The angle and line of these toques is most fascinating and some of those of white crin are veiled with a wide mesh filet net. Others are covered with closely pleated green tulle over which is posed trailing rose and forget-me-not sprays. The newest straws strongly resemble braids, and are combined with both satin and silk.



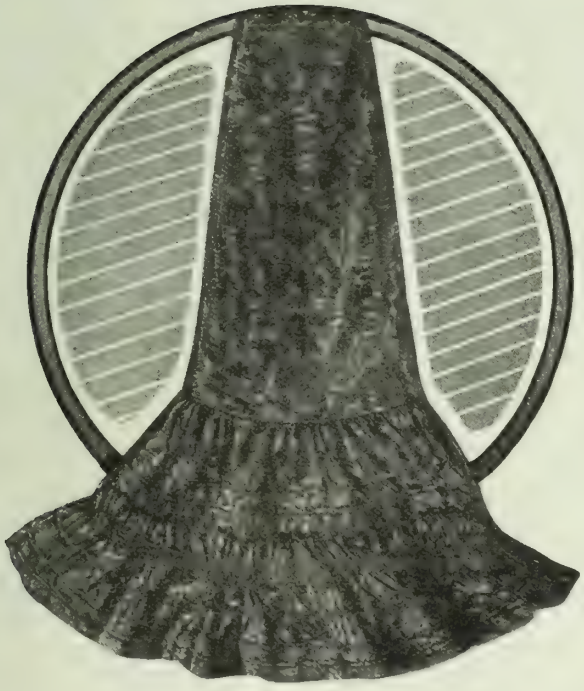
Talks by our Star Salesman on "Blackeye" Underskirts, No. 6

Make a point of showing your customers our guarantee label on "Blackeye" Underskirts :



Make it quite clear to them that we positively *guarantee* every garment bearing this label.

The idea of the Label is that we want you and your customers to distinguish between "Blackeye" and the many imitations on the market.



Blackeye will not cut, will not split and will outwear any pure silk skirt made—and cost less than half.

Your customers will come back again and ask for Blackeye next time. Be sure this label is on every lot you order :



Any Wholesaler can supply you.

The Canadian Converters' Co. Limited.
Montreal

G & F SKIRTS

One branch of our business to which we have devoted particular attention is the making of Voile skirts. By careful Designing, Cutting and handling of this beautiful material, we have acquired the reputation of showing the best range on the market to-day.

It will pay you to see them.

Prices, $3.75 to $12.50



Here is one of our specials.

Made of French Voile, beautifully trimmed with silk cording, as illustrated.

Style 512 **PRICE $3.75**

Gardiner, Foley & Co., Ltd.

24 Ryerson Ave., Toronto

Voile Waist in Simple Styles

They are a Decided Novelty with Butterfly Sleeve and Bulgarian Lace---Black and White Effects Strong

What a wonderful trade bringer a new style can be is shown by the orders now coming in for the new spring waists. The butterfly as a lingerie model has met with a good reception, and the ¾ sleeve is practically universal. Both high neck and round collarless models are selling and either one is in perfectly good style.

The effect and smartness of the new blouses is not so much a matter of elaboration, as of the clever handling of simplest features.

The high novelty of the season is the white cotton voile waist. These are made in the simplest style in the Butterfly model with ¾ sleeves. It is the use of the new Bulgarian embroidery that gives the new and charming note to these blouses, and nothing can be daintier than this rich note of color in white. As a rule, the neck is cut square and around this square and the sleeves run a conventional pattern of this new embroidery in porcelain blue, in coral, pink or old gold, outlined with black, or in all these colors combined.

Rivaling strongly these Bulgarian patterns are the black and white embroideries which imitate the black and white beaded patterns. White voiles are trimmed with colored voile, combined with touches of Bulgarian embroidery in the same color. Exceptionally dainty waists are of checked or striped voile made in sailor fashion with a large collar lined with plain voile and a jabot to match. Cluny trimmings are often combined with those of solid colored voile on the new blouses.

Save in the cheaper lines of lingeries all the new models are cut on butterfly lines. They are trimmed with Cluny and Valenciennes laces and inserts and bands of embroidery. Many blouses are made of all-over embroidery, and have the yoke effect of Cluny lace.

The newest tailor-mades are in sailor style and are made of the new linen weaves with the large sailor collar and tie, and the turn back cuff of colored linen. The most seen colors are Copenhagen, coral-rose, navy or helio.

Dressy waists are of marquisette or chiffon to match the new Spring suits in navy, grey and in black and white effects. These are trimmed with Cluny bands and beaded or embroidered trimmings, or the beading is done directly on the fabric.

Chiffon and marquisette jumpers are selling in black and in all the new Spring colors.

A very handsome messaline model had the yoke and sleeves in one of pencil striped messaline.

London, Ont., March 1st, 1911.

Gentlemen,

I am making a specialty of a $2.25 a dozen Girls' Dress. Good figured Lawn, well made and trimmed.

I should like to mail you a Sample Dress.

Let me hear from you at once.

Yours truly,

N. SOUTHCOTT

Manufacturer of Children's Dresses

London, Ontario

IT STANDS TO REASON

that it will pay you---and pay you handsomely---to hold your order until you see our range of

INFANTS,' CHILDREN'S and MISSES' COATS

which are now being shown all over the Dominion. If our representative hasn't already called on you he will. We are showing a range in serges, friezes, beavers, caraculs, tweeds and pilot cloths that cannot be matched anywhere for quality, variety or beauty of design.

Experienced employees. Expert knowledge of our specialty.

Our new and extensive premises enables us to produce above lines in the most satisfactory manner. You will make no mistake in buying Fairsex Garments, as they represent fashion, merit and value.

THE FASHION FAIRSEX GARMENTS MERIT

THE HUTNER CLOAK COMPANY

King and Spadina Avenue, Toronto

Hammer Home the Name!

There is no method of familiarizing the public with your specialties that is at once so forceful and so lasting as the

Artistic Silk Woven Label

Attached to every garment you turn out, it "speaks" quality, and its usefulness is only limited by the life of the garment.

We make a wide range of labels for attaching to all kinds of ladies' and men's wear. May we quote on your requirements?

Other lines in which we lead are mercerized skirt binding, webbing of all kinds, stay binding, ribbons, etc.

Send along your enquiry. We would like to have the chance of quoting you.

Colonial Weaving Co.

Limited

PETERBORO. - - ONT.

PEERLESS OVERALLS

have won a permanent standing with the progressive retailer solely on their merits.

Our goods are guaranteed in every particular and in ordering from us you assure yourself of OVERALL QUALITY.

The increase in our business during the past year proves that the PEERLESS brand is best.

Travellers now showing our lines in every part of CANADA.

Peerless Overall Co.

ROCK ISLAND - - QUEBEC



Borders in Cotton Goods

Effect of Nearly Every Pattern Heightened by Black — Cottons to be Strong Rivals to Silk and Woolen Fabrics

THE manufacturers of cotton dress fabrics are slowly working into a better position. The demade for staple fabrics is improving and in consequence prices are becoming more on a parity with the cost of the raw material. All recent advances have been fully maintained, and the general opinion is that prices will go yet higher.

Retailers are beginning to show advance shipments of sheer cotton dress fabrics and indications are, if weather conditions prove favorable, that dresses of cotton fabric will make their appearance on the street at an early date. Cotton goods this year are going to prove strong rivals both to silks and woollen fabrics.

Zephyr ginghams in checks, especially, are a leading Spring line. Scotch plaids and novelty plaids are the leading novelty, and the newest departure in ginghams is the featuring of mohair patterns. Ginghams for the Fall are showing and prices are higher. Quotations are considerably above those of a year ago, but the manufacturers find it is necessary to advance prices to bring them into conformity with the present high price of the raw cottons.

Buyers down for the openings are placing liberal orders for sheer printed cotton goods. Dress voiles are being shown in a splendid range of checks, stripes and spot patterns. Printed nets are among the most desirable materials for dressy gowns. Organdies have again made their appearance and very fine sheer qualities showing beautiful floral patterns in pink, blue, helio, and vellow on fine cross-bar grounds. India lawns, batistes, and foulard effects are shown in a big variety of stripes, dots, floral and geometrical designs.

The high novelty of the season are the many handsome bordered effects. Both narrow and knee-high borders are shown and nearly every pattern has the effect heightened by the introduction of black. Thus a dotted voile or batiste has a band of black as border, the line broken by a row of Empire baskets filled with pink roses. High novelties come in stenciled effects in black or the high colors used in the new Bulgarian embroideries.

A decidedly good business is being done in sheer white fabrics. Voiles, marquisettes, crepes, mulls, lawns, etc., are the favorites. Dimities, cross bars, Swisses, and mercerized brocades are also selling.

Tweeds and Homespuns for Early Spring Suit.

For the early Spring suit the choice is falling upon English and Scotch tweeds, and heather mixtures in homespuns in black and white effects and in grey, tan and brown.

Serge is the popular fabric and smooth finished serges in navy, grey, black and white are leaders in both the dress department and with the garment manufacturer. Pencil striped serges are also much in evidence.

Fine poplin weaves lead in silk and wool materials. The light-weight plain poplins make up well in the present mode and are perhaps better sellers than the jacquard effects.

In the big city stores bordered delaines have been big sellers during the past two weeks. The preference is for line check, stripe and dot designs with narrow borders.

Bordered Effects in Foulards.

Emphasis is placed on voile for the Spring frock and this means that the pretty style of draping soft satins with various color transparencies will be continued. As for black and white voiles, it is impossible to predict the extent of their popularity this Spring. Both Paris and New York is using them, and they are showing a number of widths and combination in striped effects and also a few checks. Marquisette is also being taken in the new colors and in black and white.

On the New York market foulard is having an enormous sale, and the opinion is expressed that the demand will be greater than the supply. Printers, it is stated, are stocked up with cloths they are unable to touch. In spite of this fact no cancellations are being made, as buyers are willing to accept orders when they come to hand. Stripes, spots, dots, and small all-over patterns are the best sellers. Novelties include satin foulards woven on jacquard looms and producing coin spots or polka dots as a part of the ground, and of the same color. Beside the woven in pattern, the foulard has an over-printing in white. Bordered effects are the high novelty; wide satin stripes and groups of stripes are used as well as narrow Oriental stripes. Pekin stripes or pin spot foulards show wide borders inset with oval spots in dusky orange, King's blue, rose, or Empire green; these are only a few novelties in bordered effects.

Queen's Gowns to be British Made

Her Majesty, the Queen, will again show her practical interest in British manufactures by ordering that only British-made materials be used in the gowns for the coronation and the various courts to be held this year. Revelle & Rosseter, Limited, 15-16 Hanover Square, have been commissioned to carry out Her Majesty's directions with regard to the required gowns, and the silks, satins, velvets and brocades to be employed will be produced by British workers. The same order applies to all embroideries and other materials used for trimming and finishing details. It is predicted that the practical appreciation which the Queen has always and is now showing for British-made goods will give impetus to an unprecedented period of trade prosperity.

NISBET & AULD, LIMITED

DEPARTMENTS

Men's Woollens, Tailors' Trimmings

Ladies' Costume Cloths

Silk Linings

Household Linens

We Want Your Business

No good mincing matters. We are to-day the recognized centre for the latest novelties, and no Merchant or Buyer can afford to order a yard of goods till he has first visited our warehouse or had a look through the samples in the hands of our representatives.

In all departments will be found an assortment suitable to the requirements of every section of the country.

The Selection of Goods in our Men's Dept. suitable for Ladies' Tailor-made Costumes has never been equalled on the Continent.

32 and 34 Wellington St. W., Toronto

CANADIAN ROCK FAST DRILLS

outlast other goods and stand the wash.

CANADIAN ROCK FAST DRILLS are an established and tried line and have proven their worth to critical people.

They are guaranteed FAST BLACK, and for counter trade cannot be equalled.

Range of patterns are most complete. Staple Spots, Figures and Stripes, etc.

When you secure CANADIAN ROCK FAST DRILLS you buy goods which are backed by a successful and an ever-increasing business.

Stock carried by all wholesalers.

Caldwell Woolens

100% PURE

TRADE LTD MARK
BOYD CALDWELL & CO. LIMITED
CALDWELL'S WOOLENS 100% PURE

The selected fleece and perfect processes of manufacture, together with our modern methods of keeping in touch with the latest textures and styles, give the Caldwell Woolens a premier position among domestic woolens.

Caldwell Woolens equal or surpass imported goods.

BLANKETS AND STEAMER RUGS

of the Caldwell grade are rapidly selling goods and give absolute satisfaction. All our products are stamped with our Trade Mark, guaranteeing 100% Pure Wool.

We Sell Direct to the Trade

The saving of the jobbers' profits gives an opportunity for special price sales.

Travellers now out for Fall, 1911.

Boyd Caldwell & Co., Limited

LANARK, ONTARIO

Good Staple Season Ahead

More Money May be Handled Than in 1907, but Bulk of Business Will Probably be Less

Canadian cotton manufacturers are now busy working on Fall lines and fall prices, and hope to have samples and lists ready for use in a few days.

"There is not much that is new in the fall lines," one manufacturer remarks. "Fall orders are mostly repeats on summer lines in staples, but we are looking forward to a strong coming season in flannelettes and similar napped goods.

"Prices will apparently be just about the same. Assuredly there will be no change of any consequences, but England is getting busy and things are looking up in the United States, so our prospects for a prosperous season ahead are good, one of the best, indeed, that the trade has ever had, excepting only that of 1907, which was the best season ever reported.

"Comparatively speaking, we might predict this a better season even than 1907, except for the fact that prices are so high, so that although just as much, or more, money may be handled, yet the bulk of the business will probably be less."

◉

Printed Flannelettes.

Printed flannelttes are in good demand for the Fall trade, and good orders are already being placed. Some of the new Spring colorings in other lines are being reproduced with very good results, and while it is still too early to predict which of the many new designs will lead in the Canadian trade, it is practically certain that many of those now showing in summer lines in other materials will have a good run.

The demand for kimona flannels in both Paisley and Japanese effects is very good, and there is a steady call for both striped and plain colors in the ordinary flannelettes and canton flannels.

◉

Ginghams for Fall.

There is a hint that ginghams for the coming fall and winter will have an exceptionally good run. The patterns show many of those included in the new mohairs for Spring. Plaids, especially in the clan colors and designs are being offered in a fairly extensive range. Apron ginghams are always in demand, and the tartan patterns in these, especially in the black and white combinations, are in good favor.

◉

Raw Cotton Prices.

Raw cotton prices are reported a little easier than they were earlier in the season, futures being quoted from ¾ to 1 cent per pound lower than at the beginning of the year. This decrease, however, applies only to the speculative market, and so far has not affected the manufacturing side of the question. There is a possibility that price lists to be issued in a few days may show a change in the price of grey cottons, but the matter as yet is only speculative, and other lines will probably be little affected.

Fall Quilts in Lighter Weight

Manchester holds the foremost place in quilt manufacturing and the manufacturers of these lines are holding their share of the trade, judging by the samples shown for the Fall season.

Entirely new patterns are shown introducing floral, conventional and scroll effects. Many of these show spot centres, ribbon and Greek key border effects. Medallions are fully represented, while the bow knot design is ever favorite. Centres are made so that the name, crest, initial or monogram of the purchaser or establishment can be woven with the design.

There is a growing demand in Canada for these individual designs and patterns. Institutions and hotels are ordering their quilts with the name interwoven, and merchants should take advantage fully of this demand.

Samples showing the new patterns and designs for Fall comprise honeycomb, white satin and an innovation featuring the lighter weights. It is asserted that lighter weights are introduced throughout the many lines by the manufacturers in completing their samples for fall.

This tendency has been noted more particularly during the last couple of seasons, and the manufacturers are fully justified in their introduction of these new weights. Housewife and laundry complain about the heaviness of the average quilts and this new feature will be welcomed by them.

These new quilts are sampled and quoted at from $8.00 a doz. up, allowing the merchant to handle them favorably and successfully. Prices of lines quoted and on most lines show a slight advance. This also is a feature worth noting, and higher quotations are likely and evident.

KING'S
Established 1778

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

Furnishings and Decorations for the Home

Wall Paper Designs

Floral Decorating Much Seen --- Paneling in Ribbons or Garlands --- Fabric Effects in Finish of Paper

LARGE stores are now featuring special displays of wall paper and upholstery goods. January sales having been somewhat slow this year, the bulk of the trade fell into February, when more activity was seen. This will be stimulated by judicious advertising where necessary. Window displays are now at their best, and fine opportunity is offered for calling public attention to the radical change in style features.

The general decorative scheme of the room now being furnished differs materially from that of the same time last year. Then the outstanding novelty was the scenic upper border with self-colored ingrain paper. These effects are still good, but the year has brought forth a distinct novelty of its own. This is the cut-out panel and border effect. This is usually carried out in paper, which closely imitates a fabric, chambray, linen, etc., or in the jaspe paper, with cut-out design of massed flowers with foliage for the border, and long stripes or garlands of same to outline panels.

Many rooms show a lower border running above the woodwork, as well as the upper border of massed floral design in cut-out pattern.

Papers and Chintzes to Match.

Scarcely a model room showing the above fashionable wall-paper designs, but is completed in a floral chintz or linen which exactly matches. These papers and chintzes are specially got up to go together, and though motifs may vary in size, the theme is the same. Chairs, sofas, chushions, bed covering and draperies are all of the chintz. The living-room designs show curtains, window seats and even rugs to match, though many self-colored rugs with border in a deeper tone are seen.

Detail of Some New Papers.

Roses on ivory or grey tones of groundwork are among the prettiest of the cut-out effects. Lilacs are also much seen, and clematis and wistaria in natural shades were most effective. Blue, as usual, is favored chiefly for bedroom use.

Many of these designs reach from floor to ceiling without the interruption of a moulding. One such consisted, (from ceiling down) of 1st cornice, then cut-out frieze of roses in medallion effect with drapery between the motifs, next ribbon decoration to edge panel containing single medallion of roses high up, wood-work and floor. The ground was of greyish linen, fabric finished paper, and the roses in natural shades.

Another design which showed the card rail in normal position had upper border of trellis with floral trail of clematis. Immediately below the rail was a much larger, cut-out application of floral border in horizontal position, with trails of same at intervals running down to woodwork, thus forming panels.

Small medallion pendants of tiny bouquets in Pompadour style were the decoration of another paper. These depended from the card rail, the upper border being in drop ceiling effect.

Art nouveau designs are also seen in cut-out styles. These are treated in a variety of ways, the medallion effect, similar to the above described being a favorite. The Tudor rose was strikingly employed in such a scheme, conventionalized motifs being connected by a plain bar to form panels. The cut-out frieze was in garland and medallion design. The ground was an oatmeal, and the colors buff and red.

A high novelty consisted of a cornice with floral, panel decoration immediately beneath it, a low chair rail and a lattice effect with oblong, floral-outlined panel from chair rail to floor.

Period Furnishings

Gothic Designs Well Accepted for Dining Rooms --- Louis Drawing Rooms Still the Rule

The Gothic designs in wall-papers, upholsteries and hangings, which have been mentioned in these columns, are now being widely featured for the coming season. Jacobean furniture is frequently seen with these effects, as fashion now tolerates considerable license in the mixing of designs from different periods. These effects are unexcelled for dining-room, the colors being rich and dark and the designs solid and heavy in appearance. Dark colors are combined en bloc, the resemblance to the verdure tapestries being striking at a short distance.

Tapestry hangings are now enjoying a good run, being especially favored for the medium trade. Elizabethan decoration is, of course, the correct accompaniment to these hangings and upholsteries. Louis effects still predominate in drawing-rooms, calling for dainty floral designs in Dresden and Pompadour effects. The public preference is firmly welded to these decorations and will probably remain so for some time. Delicate shades, especially champagne, are the leaders.

Hangings and Upholsteries

Light-weight Curtains and Portieres for Spring and Summer --- Advantage to Retailer in Calling Attention to Need for Change

A good opportunity is now offered to the retailer to feature Summer hangings. Many persons no longer allow their portieres to remain the same all the year round. Curtains are also changed, especially where heavy inner draperies have been used for the Winter season.

Housekeepers may easily be attracted by brisk advertising in which their attention is especially solicited to the new goods brought forward to meet the need of a change. The retailer should emphasize the cheerfulness which the new, light weight curtains will give to the room now that warmth is no longer an object. Many persons who do not customarily make the change may thus be induced to consider it, a good future custom being so provided for.

Madrases and fancy scrims will be featured for the above purposes. The rope portiere is still much used in many quarters, but the scrim, especially in stencilled numbers, is considered the better article from an artistic and sanitary standpoint. For windows, scrims, muslins, madrases and linens will, of course, be featured as usual.

Popular trade has taken most kindly to the coarse mesh nets in drab shadings and deep creams. These have enjoyed a record sale this Spring. Linen inner drapery was very effective combined with Arab net in a model window treatment.

Sill lengths are having it all their own way at present, not only in the lines mentioned above, but in the regular white and Arab lace and net curtains.

It's High Time

to look to your supply of special lines.

If you haven't already done so order your stock now of the

Popular Plain Ingrains and Permanent Colored Oatmeal Ingrains and Harmon Crepe Fibres

These goods are of the highest standard of quality—none better to be had anywhere.

We supply artistic decorative friezes to match the Plain and Oatmeal Ingrains.

VARNISHED TILES

New in design. Splendid quality. Strong sellers for kitchen, pantry and bath-room.

BURLAPS

Dyed, Double Sized and Oil Coated. We are confident that our Burlap values surpass any others in the market.

SANITAS

The washable, sanitary wall covering on a cloth foundation. Does not fade. An excellent material resembling wall paper. Price $3.00 per roll, 12 yards by 45 inches.

Samples of any of the lines promptly sent upon request. Write early and make your selections.

STAUNTONS Limited

Wall Paper Manufacturers

941 Yonge Street - TORONTO

A Wicker Novelty.

Very pretty baskets in Pompadour design to hold flower-pots are of wicker with antique gold enamel. All sorts of receptacles appear in the same style, from waste-paper baskets to card receivers. Shapes are very dainty and graceful, some having inset medallions of the appearance of painted china representing types of feminine beauty, including reproductions from the old masters.

These articles are both dainty and durable, and specially suited to drawing-rooms or living rooms, where dainty color schemes predominate.

Floor Coverings.

The color feature of the moment is undoubtedly the fawn, buff, and green shades, as the style feature is the rug.

Orientals are particularly good, and more and more admirable imitations are being put on the market. No loss can possibly accrue through stocking such, as the public is fully alive to their superior artistic value.

Floral effects are very strong in popular lines, medallions being seen in carpets and rugs much the same as in wall papers. Garland and ribbon effects are also prominent. Hints of the Adams style features are prominent, scroll, urn and disc motifs being abundantly in evidence.

Piece goods have been found better sellers when made up in rugs. Excellent examples of this style are put out at popular prices.

Linoleums still show the same distinction between city and country trade, the latter preferring the large showier patterns, the former the small and less conspicuous. All are selling well.

Market prices remain much the same as formerly, no apprciable rise having been experienced.

Satisfaction in New Comforters.

Merchants appreciating the advantages of the lines comprising cotton, wool and eiderdown filled bed comforters, cushion forms and pillows, note the improvements during the last two years, with a great deal of satisfaction.

Merchants are pleased with the samples shown for Fall in most cases. These samples fully measure up to the standards, as being sanitary, wholesome and free from all odors.

Cotton comforters are cheaper on the majority of the lines offered. Manufacturers have to meet the popular prices of the demand, and state that better values are offered in nearly all instances. Wool filled comforters are taking better this year than in previous years.

Among the advances noted by the trade is that Canadian merchants are now in a position to compete on all-down comforters. A full range of prices and values are quoted and comparison rather favors the products of our own manufacturers.

Patterns are without exception the best that have been offered. Striking floral effects are seen. Paisleys are as strong as ever. Panel comforters are sold in the ratio of 9 to 1 of the plain styles. Soft blue tints are preferred and the leading shades, green, and rose, are good as ever. Gold is shown and very few reds; less in fact than in previous seasons.

BRINTON·CARPET·Co LIMITED.



MANUFACTURERS of HIGH CLASS
BRUSSELS·WILTON & AXMINSTER·CARPETS·&RUGS.

FACTORY & OFFICES
PETERBOROUGH. ONTARIO.

March 1, 1911

MR. CARPET BUYER,

Dear Sir,-

REGINA AXMINSTER

How often have you been asked for a COMPLETE DECORATIVE SCHEME? Rugs, halls, runners, stairs and mats to match.

Have you always been able to supply same?

Have you not been short in some of the above articles? That difficulty is now overcome.

The Regina Axminster is made in designs, which, with few exceptions, are COMPLETE

SQUARES
RUNNERS
STAIRS
and MATS in all sizes.

It is well known that the floor coverings should, in all cases, form the basis of decorative schemes.

Have you ever noticed that certain ruge "hang fire" even when cut after cut has been made in the price?

THERE IS ALWAYS A REASON.

The reason in such a csse as this is that the rug "would not go" with other household decorations.

Our Regina Axminster Rugs are made always with this fact in view--that they have to form the basis for other decorations. The colourings are soft, the treatment of design simple and restful, forming an admirable background for furniture.

In our reproductions of Orientals the designs are kept PURE.

Yours truly,
BRINTON CARPET CO., Limited.

Linoleums
Floor Oil Cloths
Table Oil Cloths

MADE IN CANADA

The constantly increasing demand for all our lines is proof that they have found favor with the trade throughout the entire Dominion, and this, we believe, is due to the fact that our

DESIGNS
QUALITY } are RIGHT
PRICES

WE ALSO MANUFACTURE

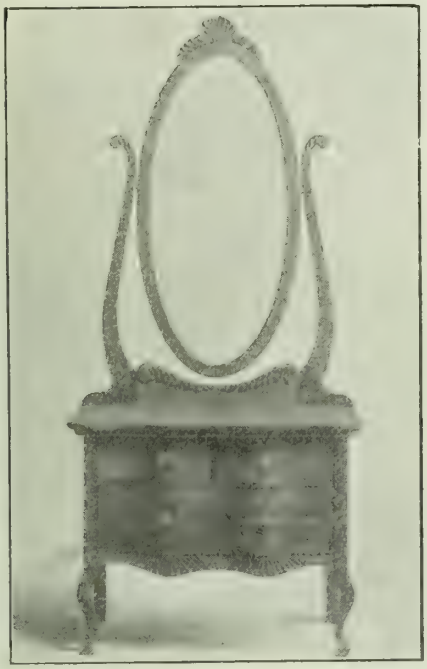
Key Border Linoleum
Cork Carpet
Carriage Oil Cloth
Stair Oil Cloth
Enamelled Oil Cloth
Shelf Oil Cloth
Prepared Decorative Burlaps

HANDLED BY ALL THE WHOLESALE DRY GOODS TRADE

MANUFACTURED BY

The **Dominion Oil Cloth Co.,** Limited
Montreal

THE BIG 4 CARLOAD POINT



When you order from Victoriaville you not only get the best possible service in furniture value, but on account of having a bedstead factory, mattress factory and a chair factory, as well as our own, you save freight charges. Order in carload lots and make additional profits for your store.

Our Victoriaville **SURFACE OAK FINISH** is the best furniture to buy at a moderate price. Operating our own saw mills, we can guarantee the best lumber at rock bottom figures.

The Victoriaville Furniture Co., THE BIG 4 Carload Point **Victoriaville, P.Q.**

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED. MONTREAL TORONTO OTTAWA QUEBEC

WESTERN ASSURANCE COMPANY . .

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

CANADIAN FUR TRADE NEWS

How Styles Affect Values

Furs That Were Formerly Classed Among Cheaper Lines Have Been Enhanced in Price by Fashion Demand.

AN example of the working of the laws of supply and demand in the fur market has been furnished during this last season by the rise in skunk or Alaska sable and its later decline.

Paris took up the fad for this fur at the beginning of the season. It was used in every conceivable form. It was seen as an edging on the tunics of chiffon evening dresses. Evening wraps were similarly treated with it, and it appeared on hats. Velvet and skunk for wraps, hats or dresses, was a favorite combination.

Though fathered by some leading firms, the combination fabric and fur effect never took with Canadians to the same extent as abroad. Beautiful French muffs of draped chiffon and fur were shown as a high style feature, but despite their comparative cheapness were not seen to any extent on the street. Those accepted were reserved for social functions chiefly.

Two facts became obvious—that the people did not intend to follow the skunk rage at such advanced prices, and that the cheaper substitute, however artistic, was not a popular success. Skunk skins have now sank to a value which is practically normal.

The clever merchant will perceive a valuable inference for future use in this incident. Experience teaches that the trade in this country runs along lines of its own, and that the best market for some of its products is and will be abroad, not at home. This is true in the face of the fact that our cities take more fur per capita than any others in the world. Certain furs have associations in the public mind as to quality or beauty which no amount of improvement or vogue abroad can remove. Time alone will correct the prejudice.

The Fur Coat Problem.

The constant rise in price of seal, mink and Persian lamb is slowly but effectually driving dealers to the study of what can be done with cheaper furs. Especially is this true of the vogue of the fur coat. The pony coat, still affected by the Americans, was one outcome of the problem of how to present to the public a coat of good wearing fur at a popular price. The pony had the immense advantage of starting out without a background of previous cheapness.

There is no doubt but that the vogue of long coats materially increased the difficulty. Time was when jackets in twenty-two inch length were by no means despised. All will remember the charming little Etons put out as a high style feature years ago. These could afford to be of mink or ermine, and still stand at a reasonable figure. Nothing of the sort is now seen. No mink coat was shown this year short of a two-thirds length, and full lengths were sold as a bargain recently at $1,500.

This difficulty at first only went to increase the deserved popularity of Persian lamb, which is to-day still one of the best sellers. The same thing happened in the case of seal, but with a difference. The situation was immensely improved by the discovery of ways of dying and cutting rat to produce a seal which could scarcely be distinguished by an expert from the real thing.

The electric seal of to-day is one of the best articles on the market, and commands a popularity all its own. The recent slump in rats generally, may be regarded as due to a temporary craze for the longer hairs or to overproduction. In either case it is improbable that any serious or permanent set-back is threatened.

But to return for a moment to mink. The brown muskrat which is its first cousin in appearance, and the ever-popular marmot, have been brought forward strongly. The former made a handsome motoring coat, in sacque shape, in lengths from 30 inches down to full length. This garment is eminently suited to the climate and possesses a special recommendation. Being a comparatively long hair, the narrow, slender outlines which the modern corset has made practically universal, cause it to be a particularly appropriate garment for young women. This fur is much favored by the western trade.

It now becomes a question whether the Astrakhan will not also return to favor, for long coats, fur-lined coats being at present in considerable abeyance as a style feature, though selling in popular lines.

The problem of the long evening cloak is being met in a similar way. White hair coney makes a coat not to be excelled for beauty and elegance. It retains its whiteness well, and gives fairly good wearing satisfaction. This coat can be sold for twenty dollars up, and appears both in plain white and pointed in ermine effect.

New Neck-pieces and Muffs.

Amplitude in neck-piece and muff is a positive essential of next season's furs. This, with the scarcity of really good short hairs, probably accounts for the run on fox, wolf, lynx and Belgian hare in cheaper lines. As a direct consequence of their popularity, foxes have risen to surprising prices, and are universally expected to stay there, even Spring bargain sales failing to bring forth much reduction retail. Very few sets are shown in small effects. The muff is always very large, and the single skin ruffs are fewer than before. The "natural skin" effect calls for the use ol several skins. It cannot be excelled for richness, and is usually priced fairly high. A more popular number is the ninety inch stole of about nine inch width, with or without tails. This is the favored pattern for wolf, skunk and lynx. Shoulder capes are also seen, with stole ends, but the above mentioned style is the leader for 1911-12. Muffs will be large and in natural skin effect.

When the amount of fur required for the above styles is considered, and the fact that the fur is becoming more and more scarce, prices can not be wondered at. A genuine black fox skin sold for seven hundred dollars a few weeks ago in the Canadian market.

Moose Head Brand FURS

Represent Highest Grade Workmanship
and Best Materials.



A Security for Fur Buyers

Established 1852

WE OFFER THE FOLLOWING:

Ladies' Wear.	Men's Wear.	Children's Wear.
Fur Cloaks	Fur Coats	Furs Jackets
Neckpieces	Caps, Collars	Caps
Muffs, Caps	Gauntlets	Muffs
Gauntlets	Fur-Lined Coats	Neckpieces
Fur-Lined Mantles	Duck (lined) "	
	Corduroy " "	

SLEIGH ROBES

Our travellers start on the road shortly soliciting orders.
Be the Quality Merchant in your vicinity
and reserve your order for our man.

MOOSE HEAD BRAND FURS

L. Gnaedinger, Son & Company

90, 92, 94 ST. PETER ST. MONTREAL

Quality Furs

In entrusting the stocking of your FUR DEPARTMENT to us you stock a line which is full FUR VALUE and one hundred per cent. efficient.

Our goods are known from Coast to Coast and have a style and finish which are unsurpassed by none.

Our Travellers are now on the Road.

See Our Samples before buying elsewhere.

M. SILVER & CO.

"The Quality Fur House"

12-14 John Street Montreal

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchant

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

The Vogue of Opossum.

Australian or Adelaide chinchilla is the name given a fur long known to the trade as plain opossum. It's resemblance to chinchilla in the case of specially selected skins is really quite remarkable. This fur has jumped in price during the last year, partly owing to the general condition of the market, partly to greatly increased demand. It is now combined with ermine in high style articles, and was much featured during the past season in the new stole and barrel muff effects.

It was a curious instance of the exception to the rule of long hairs. Of course mink sets sell at all times, being a staple best seller, but the opossum was not expected to do so well. It has the great advantage of splendid wearing quality, and is in itself a fur of great daintiness and beauty of texture and color. It is very highly spoken of for the season of 1911-12. It will be featured in ninety by nine inch stoles and flat or barrel muffs.

Popular Fur Sets.

While the main trend of style ideas is outlined above, mention must not be omitted of those furs which the average retailer will find his best friends.

Mink marmot will probably see a record sale, stoles showing in great variety and muffs with little variation from this year. Belgian hare will also be very popular in cheaper lines. Skunk will be represented by the western sable, which is now at a greater state of perfection than formerly, and has all the softness and charm of the more expensive variety.

Persian lamb sets and paw sets will be a neat and much wanted fur. These also are slightly advancing from time to time. Besides these will be the long hairs, fox, lynx, wolf and their imitations as mentioned above.

Trimmings for Furs.

While everyone is busy preparing for Spring and Summer garb, the fur manufacturers are studying styles and designs for next Autumn's trade. The question of trimmings for fur garments is not usually a very serious one, but the coming fur season's styles indicate an increasing favor for ornamental effects in braids, buttons and fringes.

Soutache Buttons.

Considerable business is being done in soutache buttons, some of them measuring two inches across, and sold especially for use on fur coats and wraps. These come in all colors, with black leading, and the mink and seal shades for coats of these furs.

Ornamental Frogs.

Ornamental soutache frogs will be worn again, but are being shown in smaller designs than were those of last season, owing, no doubt, to the demand for shorter coats for the coming season. One of these, a handsome square design, has a double soutache button in the centre of the ornament, with a larger button on the coat at the loop end.

A good deal of silk fringe in both thread and tape effects is being sold for trimming the ends of stoles and fur ties. The fashionable depths will be in the three to six knot effects.

The Redmond Company, Ltd.

IN stocking the "BEAVER BRAND" of furs you assure yourself of an abundant choice of distinguished and exclusive lines for this season.

The "BEAVER BRAND" has stood for the best in furs and our enviable position throughout the Fur Trade to-day is solely on selling REAL FUR VALUE and satisfying buyers of discriminating tastes.

The Standard of Excellence which has been characteristic of the Redmond Company in past years is again in evidence and we solicit inspection of our goods.

Competition is keen to-day, but in placing "BEAVER BRAND" in charge of your FUR DEPARTMENT you assure yourself of a distinct individuality, a permanent trade and the sterling reputatiou which comes through supplying only the best.

TRAVELLERS NOW ON THEIR ROUTES. SHOULD THEY NOT REACH YOU PLEASE WRITE NEAREST OFFICE.

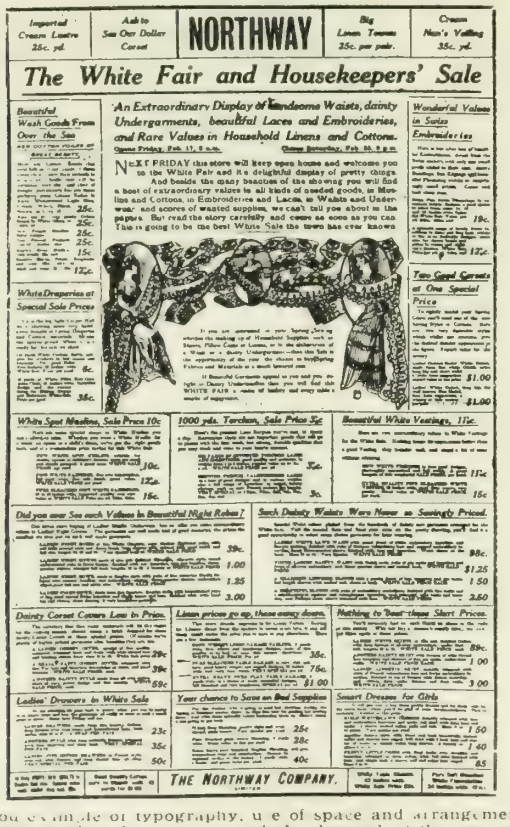
The Redmond Company, Ltd.

Montreal, P.Q. and Winnipeg, Man.

Avoid Extravagant Statements in Sale Announcements

Comparisons are too Sweeping and the Prestige of the Store Suffers — Standard Should be Maintained and no Unlicensed Claims Made in Advertising Sale Events — Examples That are Objectionable but Unfortunately Used

ESPECIALLY at this season of the year many merchants seem to think that any extravagant or outrageous statement is permissible in announcing clearance sales, white goods sales and kindred advertising. Advertisers seem to take for granted that any license whatever is allowed in editorials, descriptions and announcements and fail to remember that such "stuff" is detrimental and injurious, both at the time and in future results. Clearance seems to be the main object and little consistency is recognized to build up the business or system of advertising.



Good example of typography, use of space and arrangement with regard to departments and the demand at this season. The Northway Co., Ltd., Orillia.

In the United States at the present time a campaign is being waged and special legislation is asked for to compel advertisers to state the truth regarding the values and the comparison of prices in featuring the offerings in the advertising. Some states have such legislation already.

It is not claimed that such a step is necessary in Canada, but discredit is certainly cast upon the prestige of many business concerns by allowing unnecessary and unlicensed statements. Such statements pay no heed to reasonable comparisons and ultimate results are bad.

Some of the following statements are picked at random from the offerings of the month of February and cover particularly statements that are uncalled for and which do not influence customers in the right direction.

These statements that would undoubtedly be out of place in addressing a customer, and include claims that lack verification and cannot be lived up to in general merchandising, such as, "Last opportunity," "Sorry ever after," "Chance of a lifetime," "Last chance," "Take warning," "Greatest whitewear sale in history," or "That has ever been known," "Mercilessly slashed," "Cut prices without precedent," and hundreds of such statements are met every day.

Merchants can readily see wherein the offence lies Standard values and fair comparisons of prices are permitted. Some of the reductions noted would justify any reader or customer in thinking that if such a profit were warranted in the first place it would possibly have been better to take less. At any rate the comparison is sure to be noted, and just as surely detrimental to the business.

Advertising to build up the business, carrying the store from time to time, season to season and year to year, does not allow of any unlicensed statements, and the prestige of any establishment in any community is built up on truthful, consistent and upright advertising. Such advertising must necessarily adopt standards of values and adhere to statements which build up the system rather than discredit all future announcements, and the prestige of the concern.

The advertisements illustrated are all selected on account of individual suggestion. Three white sale announcements are noted, two from Orillia, on account of



Showing general appearance of Thos. Mulcahy's, Limited, Whitewear and White Goods Sale Announcement. A forcible arrangement.

typography, and especially the small one by J. Sutcliffe & Sons, Lindsay. The size of this ad., 12x16 inches, shows what can be done in such a space in the matter of display-setting and proper allotment of space.

McKay's advertisement is illustrated because it shows the advantages to be used in advertising "a special purchase event," and the capital descriptive matter which has been adopted.

McCurdy's "Giant listen sale" is featured because there are hundreds of advertisers who will see in it the hint that it is wise once in a while to adopt an original name. This particular idea is possible of much elabora-

tion and some real good results should be obtained. Many catchy and illustrative headliners are possible.

None of the objections noted or overly extravagant statements are found in these advertisements and their value is not detracted from as "business bringers." The effect is rather to improve the standing of the firms behind such advertising.

Some Notable Specimens

McCurdy's advertisement in the Sydney Record of Feb. 14th, exploiting a "grant listen sale," is produced because of the suggestion it contains for the live advertiser, The name "listen sale" has its merit in its originality, and can be developed along possibly more advantageous lines and doubtless improved to suit many advertisers.

For a whole page advertisement and from a critical standpoint, it is evident that this firm have not used all the advantages such an advertisement warrants. In the first place less space should have been devoted to general announcement and better arrangement and greater importance given to departments and items. Space, too, could have been used to better effect throughout.

Plenty of items have been advertised, but it seems more individuality to each item could easily have been secured. As the advertiser writes, "space on this page is valuable."



--McCURDYS--
GIANT LISTEN SALE
Is Carrying All Sydney in Its Train

Yesterday was a record-breaker---the busiest day we ever had. It was no wonder, for it was the first day of the Mysterious Listen Sale Everyone came, for they knew that the Listen Sale would surprise them.

The Listen Sale Pleases Everyone--No One is Disappointed

We have sold a world of goods, but we still have piled up on the bargain tables much that will appeal to you. It seems impossible that such beautiful ware could be sold at such prices. You'll miss a sight if you miss this one.

LISTEN SALE You really don't like a sale of this kind a bit better than we do. It gives us an opportunity to show you what we call a sale, sure enough. LISTEN SALE

Last Crack at Furs. Listen! | Whitewear and Embroideries | Don't Skip This. Listen!

Space on This Page is Valuable, But We Owe it You to Tell You the Story of the Giant Listen Sale

Listen to Ladies Suits | Blouses. Listen!

Ladies Coats. Listen!

Caracul and Pony Cloth Coats

You Remember | McCurdys Listen Sale | We Can't Promise

Suggestion for live advertisers to feature a "Listen Sale." Space might have been better used and greater distinction given to departments and items in this layout. McCurdys, Sydney, Cape Breton.

Suggestions along this line and for improvements would necessitate about one-third of the space being used for announcement and editorial. Panelling could have been used to ahvantage to give importance to the different offerings. More attention to furs, ready to wear or dress goods could be gained if these departments were given a section to themselves, and all items relative carried in each section. Larger type could easily be used for the most important descriptive matter in this suggested arrangement, were adopted. Numbers of the offerings could be enhanced by more descriptive matter.

It is not to be doubted, however, that the advertisement in question brought results. Altogether the values offered and the claims of former successes should have been responded to by the customers of Sydney, from prestige and sheer force of economy.

* * *

Hamilton's progressive store, R. McKay & Co., Hamilton, announced a "special purchase sale" of seven hundred and twenty men's vests to commence on Saturday morning.

Six columns or a sheet 14x20 inches was used and nearly half of the advertisement was devoted to announcing the sale. The illustration denotes forcibly how such a sale can be introduced and properly handled. Quantity, too, is no barrier to consistent forcible advertising and proper merchandising. Such advertising shows results.

Otherwise, too, in regard to display location and use of panels, especially the price arrangement and special items the general appearance of the sheet is good.

Advertisers find such announcements hard and the demands of the different departments are difficult to carry owing to the changes of season. However R. McKay & Co.'s advertiser has made a successful effort, as the illustration shows.



R. McKAY & CO
THE HEART OF THE CITY

McKay's SPECIAL PURCHASE SALE 720 Vests FOR MEN ON SALE IN SHOP Saturday

ONE of Canada's leading men's wear manufacturers was compelled to dispose of his entire new spring stock of fancy vests. The large stock already made up to supply the large demand for men's vests this year was dispersed of at 60 dozen lots to the best standing firm in each city. R. McKay & Co. were one of the lucky to choose from a most complete stock of 10,000 vests, in fact from the prettiest line of vests ever made up in Canada. Made in all the newest and cleanest cut styles of the day and from goods unequalled for design and fabrication up to the present day. The fabrics are mercerized and wool, all wool, mercerized and linen, and all linen mixtures in black and white, grey and white, blue and white, red and white, tan, mixed black, mixed, etc. Hundreds of impossible-to-describe designs worth up to $5.5 dozen, wholesale. Of course the prices paid to the maker was nothing like $5.5 dozen, but simply a fraction on the cost of the cloth of these fine vests. We place them all on sale for Saturday and Monday at the above prices

$3.50 Vests for $1.48 | Regular $1.50 Vests 48c | $5.00 Vests for $1.98 | $5.00 Vests for $1.98

White Prices to Start You Thinkin' | Final Clearance of Women's Winter Coats and Tailored Suits | Inventory Sale of Waists, Bath Robes, Underskirts

A Most Complete Array of New Dress Goods

One-Day's Carpet Prices | Hello! Here's News | New Corsets Reduced

Demonstrating "Special Purchase Sale" of Men's Vests—by R. McKay & Co., Hamilton. Denoting how such a sale can be advantageously advertised by use of panels.

* * *

Consistently good advertising seems to be the rule in the announcements for the different "white sales" this season in Ontario stores. J. Sutcliffe & Sons, Lindsay, featured a well arranged sheet, 12x16 inches, announcing "The biggest and best white goods sale in our history." Everything on a bigger and better scale.

The advertisement noted is certainly better than most such size ads. regarding panelling arrangement, and display type and compares favorably with most "white sale" announcements seen this season.

From the readers' standpoint such an advertisement stands well out on the general sheet of a paper no matter what the location may be and is bound to attract the attention. Such advertisements should be read, they demand it.

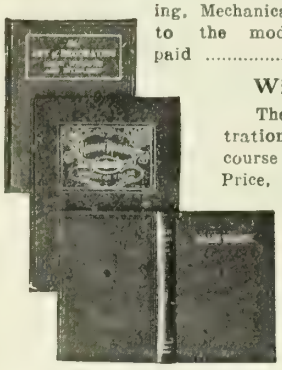
Plenty of attractive items and values are featured, different sections given attention and drawn before the

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

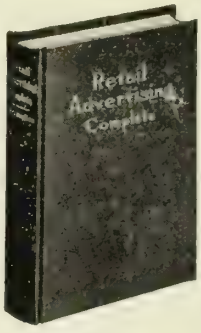
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

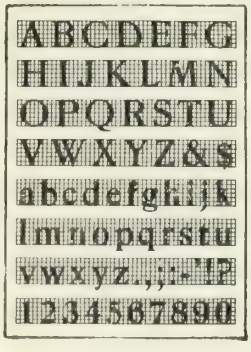
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



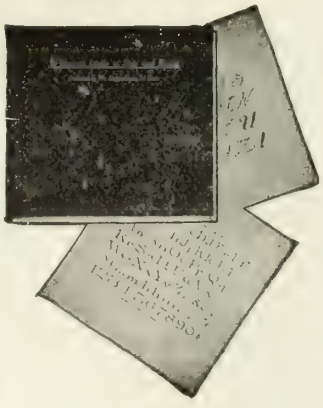
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

buying public, and throughout sufficient demonstration is evident that Sutcliffe's "White Sale" was a success this season.

Another advertisement from Orillia is also illustrated. Thomas Mulcahy, Ltd., of that town, do consistently good advertising, and attention has often been called to the merits of typography, display type, and general appearance of the ads. featured by that firm.

* * *

Eight days' big selling of dainty white wear and white goods are announced in an advertisement 16x18 inches with individual importance given to each successive item, cuts, editorial and display type should certainly merit results and increased sales.

Space is well divided and sufficient attention given respective sections of the store. A forcible announcement in 36 point type calling attention to "pretty garments and household necessaries on special sale but not advertised here," creates a desire to see these extra lines. Value is also an important issue and if the values of these other lines compare favorably with those announced in the advertisement, Mulcahy's Ltd. have certainly lived up to the standard values set by their firm.


The Sutcliffe Greater Store

THIS YEAR WE HAVE PLANNED

The Biggest and Best White Goods Sale In Our History

EVERYTHING ON A BIGGER AND BETTER SCALE --- PRICES DECIDEDLY ATTRACTIVE

Women's Undergarments

White Corset Covers

Buy These Gowns

J. SUTCLIFFE & SONS

LINDSAY

Five column advertisement, 12 x 16 inches, featuring White Goods Sale of J. Sutcliffe & Sons, Lindsay. Note the panelling arrangement.

The six-column advertisement 14x22 inches, by the Northway Co., Ltd., Orillia, is a first-class example of what can be done in featuring the semi-annual "white sale," or as it is called in this instance, "The White Fair and Housekeepers' Sale."

Arrangement of editorials, cuts, sub-headings, descriptive and display, all go to show forcibly the advantages of typography and the results to be derived in an establishment, where the printer understands setting such advertisements.

This advertiser too has used his space to good advantage and consideration has been given the respective sections with due regard to importance at this season of the year.

Editorials, descriptions and items are clear and concise. Camparison has also been used to good advantage in featuring the completed garments or interest in the making Spring and Summer necessities.

Altogether the illustrative advertisement is a good criterion and shows most of the advantages of up-to-date "White Sale" announcements. Such an advertisement could well be followed by another announcement and a fitting climax given for the closing date, Feb. 25th inst.

Fire Proof Decorations.

Decorations in the Toronto Armories for the Automobile show should be of interest to the decorators and trimmers throughout Canada who from time to time have opportunities along similar lines.

Military effect has been the motive in the main building and consists of red, white and blue, with centre pieces and glorys of jacks upon the galleries and throughout, creating an effect of sunset at midnight.

The galleries have been draped in long festoon effect, the roof trim is a series of the three shades of bunting combined and caught at intervals, running the width of the building and about ten feet apart. Underneath the galleries, the walls are covered with plain ivory bunting and at intervals over these, over the galleries and in each of the windows is an enormous sunburst of the combined colors, red, white and blue. At each end of the main building is a huge Union Jack hanging plain, and the entire arrangement has been completed with cascades, festoons and sunbursts. Electrically lighted doorways, arches and exhibits add to general effect.

The floor plan introduces an innovation and features enormous rugs, the largest of the kind ever laid in such a decoration, and is worthy of particular note, gold and green being the keynote. Different exhibits are placed at intervals on these rugs.

The entire scheme, making the building look at least not only higher and broader, but longer, relieves bareness and coldness throughout.

Contrasted and to offset the effect of the main hall, the decorations of the riding gallery have been created, as an enormous marquee tent of pure ivory effect, and completed throughout with red, white and blue festoons, cascades and sunbursts, reproducing the effect of sunlight through an enormous tent, when the building is lighted.

Panelled in sections appertaining to the different exhibits, the floors are completed in a gold and green combination or bronze effect, by the use of similar rugs to those in the main building.

Inside decorations make almost an otherwise impossible effect of the bare brick galleries and walls. Proper realization of the beauty of the entire decorations can only be gained in the evening, and the effect is then all that could be desired.

Over twenty thousand yards of bunting was used An outstanding point of all the decorations is that the present dress of the armories marks the first time in the history of such decorations that the entire materials used were fireproofed throughout.

The Latest Word from Paris.

New Riviera gowns contain the germ of later styles. The bolero is being tried out in the south. New skirts fuller. Circular models the latest. Angel and bell sleeves featured by leading model houses. Satin laines, particularly in black, favored for tailor-mades and costumes. Silk and wool fabrics in high favor. Foulards, Pekin gauzes and grenadines the newest fabrics.

Small Leaks Will Wear Big Holes in Profits if Tolerated

Modern Merchandising Demands that Possibility of Incessant Petty Drains be Reduced to Minimum — Losses on Every Hand in the Poorly Organized Establishment—Remedy in Many Cases Calls for Courage on Part of Merchant

MOST merchants who are careful in buying and selling are always watching closely for improvements whereby they may make of their business a success in the fullest sense of the word. A record, showing growth along all lines of up-to-date merchandising, is the ideal. Prestige for the store, and also for the merchant, with confidence established is desirable.

Reasonable economy must, however, be associated with any aggressive merchandising policy. While the reputation for being niggardly or small is to be avoided, necessary measures must be taken against dangerous leaks in conducting the business. In short, the merchant must have the details of his enterprise well in hand.

Some men may feel that money might be saved here or there, only they are afraid to show their hands personally, lest their action be misinterpreted by parties who are more or less prominent as customers or probables

Sometimes Requires Courage.

There are merchants who would rather pay another man to economize, realizing that changes brought about would not bring them into antagonism with interests that must be kept friendly. How often men are heard to say that they could save their salaries if they personally could seize the opportunity to hew closer or cut out certain leaks. It is recognized that the men required in business to-day, the men who are most likely to succeed and receive the large salaries, are not those who can force abnormal conditions or bring about unprecedented results suddenly. Large concerns rather demand men who can maintain business, obtain results at less cost consistent with prevailing conditions, show savings in cost of production, prevent losses from carelessness or remedy the hundred and one other faults which are liable to creep in unnoticed. There is a persistent demand for men who can organize and who are capable of managing men.

All credit is due the firm which safeguards itself not only against large losses, but also against the diminutive leaks which may often be overlooked in the hurry and scurry of business if special provision were not made to take care of them to as great an extent as possible.

Losses or leaks in merchandising if they cannot be entirely wiped out can be reduced to a minimum. Merchants who fear to take personal action can attain the results through the manager or any other competent person who can save his salary if given the latitude, the backing and the encouragement necessary.

Remedy Sometimes Costs More.

It is not claimed that complete elimination of the leak is possible. There are some in which toleration is cheaper than the remedy called for. The merchant must in dealing with these indirect drains, often work along lines of least resistance. Some leaks, in short, are necessary or unavoidable, others are hard to locate so definitely as to make complete remedy possible, but nevertheless merchants have to consider their direct or indirect bearing as an impediment to their merchandizing efforts. A policy of vigilance which will meet the possible leaks as they arise, however, is certainly essential.

Leaks that Work all Day.

Waste of time represents a loss that cannot be estimated. This leak works from the time the doors open in the morning until they close at time. It includes the failure to reach the office promptly at opening time, the waste of valuable minutes in gossip, time for everything but the customer or other duties. This is a leak for which there is only one remedy—an exemplary course by the merchant himself and an attitude which will command the respect of the staff.

Check on Discounts, etc.

There can be no laxity in the system by which check is kept upon discounts, credit sales and collections, petty expenditures, such as express and postage. The checking of small items will in the aggregate mean a considerable saving.

Help Problems.

Around the help problem there sometimes gather some of the most provoking leaks. Losses caused by incompetent salespeople over-running, duplicating or retarding each other, point to the necessity for better organization. It is impossible to estimate the comparative advantage of several experienced and trained clerks with the interests of the business at heart. Clerks educated to fill their own spheres will unconsciously effect a saving.

Wrong change and neglect to check sales, mistakes in addition are losses where the customers are allowed to leave the store before such mistakes are found. Mistakes of this sort are not excusable and with the office and the sales person both to blame, it is too late to rectify the loss. The best policy is to check for such mistakes before wrapping the goods in the parcel while the customer is still available. These mistakes are made in many well regulated stores

Buying is practically part of the organization and there are few up-to-date firms that do not maintain elaborate checking systems, so as to avoid possibility of such leaks as may be involved in carrying too much stock or not having the right stock at the right time. Losses here also accrue from inability to take advantage of special purchases and consequent loss of profits. There is also the leak from dead stock.

Regarding stowing of stock, merchants will agree that no buyer ever buys too carefully, the tendency being always to overstock.

Losses Sometimes Problematical.

These losses are, however, merely a matter of individual business and are often highly problematical. Special order books and the initialling and reference to all orders will overcome the tendency to buy carelessly. Leaks from this source are often caused by misjudgment in buying and are likely to occur in any business.

In merchandising there are leaks so uncontrollable that they are best forgotten. Losses of sales nearly made may sometimes loom large. There will always be these discouraging incidents, but the minimum can best be reached by intelligent, persistent watching, of individual sales. The merchant's personality may sometimes be applied in completing sales which might otherwise be impossible.

Exchange and Approbation.

Approbations are reduced to maintain the losses from this source. A well-understood policy will overcome any chances of goods not being returned or charged to the proper parties.

Exchanges constitute an abuse and must be checked every day. Sale goods and special day quotations must be credited at the price paid for and not at the regular price. This loss is not entirely appreciated by many merchants. The methods of some customers in this respect show a wonderful amount of genius and forethought.

Incessant watching is necessary to overcome these losses and to descriminate carefully on exchanged goods. Merchants are particularly justified in asserting their right in checking losses here and attempting to eliminate this abuse.

Abuse of Glove Guarantee.

The guarantee on the part of manufacturers to replace trade-marked and well-known lines such as gloves, hosiery and underwear is abused by customers, sales-clerks and the merchants themselves. When the loss is beyond the latitude of the merchant, liberties are taken which no ordinary individual would stand for.

Merchants are sometimes to blame and the losses from this source can be minimized by showing reluctance and less liberality to the customer in consideration of the manufacturers' losses. Glaring or unreasonable impositions of this sort should not be tolerated and more care should be paid to the matter of replacing guaranteed lines. In many cases the merchant's personal attention when exchange of manufacturers' guaranteed lines is called for will prevent losses.

Inaccurate Measurements.

Measurements are an ever present source of loss. Lenient sales clerks, friends or plausible customers, all manage to evade the rules regarding measurements. A yard is thirty-six inches not thirty-seven, or even more. It is wonderful, when trouble is taken to check this loss to find just how large are the leaks from this source. A positive policy in checking and re-measuring goods occasionally before parcelling will eliminate this loss to an extent.

Losses from Misuse of Windows.

Under display in merchandising carelessness is bound to show. It is not stated that losses occur from windows not being dressed sufficiently early in the morning or changed often enough in all cases, but losses do occur. Goods indifferently displayed throughout the store is another avenue of loss although it is not altogether definable.

In making these displays much expense could be saved if the trimmer worked as if the materials were his own Liberality on the part of the merchant is apt to lead to the extravagant or unnecessary use of materials or to waste of properties, fixtures, stands, etc., owing to carelessness or to the fact that the firm never say anything.

Now, this statement is not made with the intention of multiplying the trimmer's troubles or to detract from his ability, or the fact that he is conscientious. Cases do arise, however, which condemn some and reflect undeservedly on others.

Carelessness is sometimes openly displayed. The firm finds that it has placed its confidence mistakenly and the result is a paring down of the appropriation for fixtures or properties. No trimmer who exercises proper care and shows results need fear that he will never be appreciated.

The card-writing department is also a source of leak and savings are often made by competent men who avoid unnecessary expenditure.

Merchants who permit outlays in these departments consistent with the results shown will check any tendency to carelessness and consequent losses from time to time. Leaks from lack of care in handling or placing materials, pins, etc., used in the display windows, can be prevented.

Leaks in Advertising.

The advertising department is to be charged with some of these leaks. It is a loss when space is not properly used, when unseasonable lines are exploited. Some criticism is due the tendency to advertise goods from habit rather than necessity. Seasonable lines are quoted from season to season, at special or less than reasonable prices. Reductions are thus made on regular lines and a loss thereby entailed which seems avoidable if a policy of securing lines to advertise had been adhered to. Regular lines sell themselves. Two losses are avoided, the loss of misdirected advertising space and the loss of the reduction.

Returning Special Prices to Regular.

Another loss not fully appreciated in advertising is the neglect of the advertiser to return sale and advertised leaders to their usual or standard prices after the expiration of the sale date. This difference in prices constitutes a loss. Neglecting to charge will also show a loss of confidence on the customer's part.

Standards of value are fixed by the cost price or regular price of any articles on sale and the selling price should be estimated according to the fixed profit of the firm ; therefore if any line is sold at less than that price for a leader the neglect to re-mark it to the former selling price or with regard to the fixed profit, entails a loss.

Standards of value are also established, which eliminate the possibility of advertising the same goods as a leader at the special price for another advertisement. Fixed price standards become established in the minds of the customers for these particular articles in case the prices are not changed.

Quoting Lower Prices than Necessary.

Another loss on the part of the advertiser is to quote a lower price than is necessary. True, sometimes the goods must be sacrificed on account of style or one of the many other reasons, but if the advertising stands for anything and is judged according to its effect on prices, higher prices can often be secured than possibly the head of the department would suggest.

Desire on the part of the head of the department to sell the goods because he, individually, is sick of them, does not always warrant using the price he suggests. The differences in these prices is a loss not always appreciated by the advertiser, head of department, or merchant, until the precaution is taken to find out by the measurement of the goods themselves.

Merchant is Responsible.

Cut prices are in a category by themselves and the merchant is entirely responsible if he disregards the psychological moment. Untenable positions are brought about and often the easier way is to eliminate cut prices entirely. Any encouragement given is an incentive to further losses. Merchants cannot expect salespeople to maintain prices if the heads cut prices themselves. There is no excuse for this leak. All cut prices should be approached with a spirit of conservatism both as regards the demands of the advertiser and the salespeople.

Merchants are able to tell in many ways the advisability of cutting. Sales records will show him, as will also comparative statements, as to monthly turnover, lines quoted in competition and general business being done in the several departments. If any special prices are quoted or granted a well-defined reason for each will conform with the general policy of conservatism and tend to maintain prices. Better results will prevail and losses otherwise indicated will be overcome partially,if not entirely.

(Concluded in mid-month's number.)

Seasonable Hints to Men's Wear Buyers

Form information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

NEW BUTTON FACTORY.

The Canadian Pearl Button Company, Limited, capitalized at $100,000, have located at Trenton, Ont., and have started operations, manufacturing pearl buttons to supply the Canadian trade. There is only one other concern of this kind in Canada. D. W. MacWillie, of Lacross, Wis., is president, and A. W. Ulyot, manager. Mr. MacWillie operates a large pearl button manufacturing concern at Lacross, Wis. The company expect to employ about two hundred men in the near future, and will be in a position to ship in May.

A PROGRESSIVE GARMENT HOUSE.

In the December issue of The Review, M. Pullan & Sons offered to make a small sample assortment of their best sellers in coats, suits and skirts especially suitable for the merchant in the small town, in order to assist him as much as possible in working up a good trade in the ready-to-wear line.

This plan has met with marked success, as a great many merchants throughout the country have looked with favor upon the proposition, and requested this sample assortment.

The representatives of this firm are now on the road for Fall, with one of the finest lines of coats, suits and skirts ever shown in Canada, and merchants would do well to inspect carefully these attractive garments for next season.

AUSTRIAN COLLARS AND SHIRTS FOR CANADA.

George Livingston, 28 Wellington St. West, Toronto, is featuring prominently the Canadian agency for M. Joss & Lowenstein, Prague, Austria, one of the largest European manufacturers of men's collars, cuffs and shirts. Their lines are famous the world over on account of their superior workmanship and quality, and undoubtedly they will continue to meet a splendid demand in the Canadian market.

Some idea of the scope of this firm's operations may be derived from the fact that they are not only represented throughout the principal cities of Europe, but also in the Orient and in South America, in their own warehouses. That they are progressive is evident from this determination to cover all of the world's prospective markets. They have completed arrangements to carry stock in their Canadian agency, and will be in every sense equipped to handle all orders for these very desirable goods.

Five important points stand out prominently in M. J. & L. Austrian collars. They are washed with filtered water, they are lawn bleached, no chemicals being used; they are hand ironed and laundered; they are dull finished and the button holes are hand tailored.

Prices of these lines are along the popular demand and cater to the best trade. Values have been handled successfully by a great number of merchants, who speak highly of M. J. & L. manufactures.

M. Rauman, of the firm, who was in Toronto during February, was so favorably impressed with the prospects in Canada and the business situation that he decided in making the arrangements noted. He has gone from here to Greece and Egypt on business in connection with his house.

HAROLD WADELY, MANAGER BRINTON CARPET CO.

So much has been written of the success of this business or that industry, and so little of the men who have made this progress possible, that the man in the street is inclined to think that the whole thing is muscle, and machine, and money. Nothing is further from the truth, as many industrial investors have found to their cost; in fact, most industrial failures in Canada can be traced to one great fault—and the more technical a business, should it fail, the more easily to point out the draw-back—lack of a competent head. Many local industries have gone under, through the proprietors not realizing this fact or, if they did, being too mean to pay the price of competency.

A good example is afforded, in the Brinton Carpet Company, Limited, of Peterborough, which from being an English is now a Canadian firm, of what incompetency and competency mean in management. The Brinton Carpet Co., Ltd., of Kidderminster, when they built a branch factory in Canada some six years ago, put into management a man who had had no experience of the Canadian trade and conditions, with the result that his firm made little progress.

Later on changes were made and Harold Wadely's opportunity came on his appointment as manager. He threw out all the old designs and reorganized the business. He gave lectures on "The House Beautiful," he visited the customers to find out their wants, and supplied them; he surrounded himself with brainy men and women, whom he enthused with his own optimism. He scoured Europe for new ideas and created new designs, because he knew nothing was too good for Canada. He impressed his work people with his sense of equity and justice and they trusted him; with the result that this young giant, not only turned a losing industry into a paying one and increased his hands 100 per cent., but where before the smaller staff were working only part of the time, he was soon working the mills all the time and overtime, to meet the demand for the new carpets. When it was therefore decided to increase the business by the aid of Canadian capital, there was no difficulty in securing all that was wanted. This is competency.



HAROLD WADELY

Manager for the Brinton Carpet Co., Peterborough.

Mr. Wadely, in the new company, was made manager and secretary, and it is likely will shortly be appointed on the Board of Directors. There is nothing like responsibility to bring out the latent qualities of young fellows. Though young in years—he is but twenty-eight—Harold Wadely is old in knowledge and his early experience was but a fitting training for the position he occupies to-day. Brought up in an artistic atmosphere, he knows the value of colors and blending and the art of designing. He has a keen knowledge of yarns and his hard-headed banking experience has rounded off the ideal manager for a highly technical business. There is room for more like him in the industrial world.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commiss on only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St, Manchester.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm requires a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Hornecastle, 61 Cheapside, London, England.

PREMIER English Millinery Manufacturer, specialising in untrimmed straws, desires first class representation in Canada. Gentlemen with connection amongst first-class retail stores will find this a valuable line. Commission only. Box 48, DRY GOODS REVIEW, 88, Fleet Street, London, England. (1)

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co, Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14 18 Queen Victoria Street, London, E.C., England.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40 000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-1)

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

SITUATIONS VACANT.

WANTED—By a progressive Western department store a man to take charge of advertising and window dressing. Must be original and know business thoroughly. A permanent position. Send samples of advertising and photos of windows. State experience and references and salary expected. Box 9, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper Automatically and exactly records time spent on each job. Several jobs recorded on one card For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous URETY NON-SMUT Duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS; INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c. of your printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper; army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent post paid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

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ADVERTISING INDEX

A

Anderson, Wm. & Co. 6
Arlington, Co., The 133
Australian Draper 56

B

Baker, Richard L. & Co 61
Ballantyne, R. M., Ltd 77
Bartell Patent Pocket Co. 127
Barry, W. H. & Co. 50
Baumann & Co., L 143
Berlin Suspender Co 132
Bing Bros. 9
Bollert, E. R. 143
Botanical Decorating Co 143
Bradford Dyers Association 11
Bradstreets 109
Britania Underwear 76
British America Assurance Co .. 56
British Textile Syndicate .....
Inside front cover
British American Dyeing Co ... 107
Brock & Paterson 143
Brock, W. R. & Co., Ltd., Montreal 19
Burnley, Thos. & Sons, Ltd 71
Burt, F. N. & Co., Ltd 143
Burritt, A. & Co. 64
Brinton Carpet Co 107
Brock, W. R. & Co., Ltd., Toronto 16
Brophy Umbrella Co., ... 47
Baldwin, J. & J., Partners, ... 76

C

Caldwell, Boyd & Co 103
Canadian Converters Co.
"Success Collars" 139
"Success Overalls" 4
"Railroad Shirts" 5
"Blackeye Underskirts" 97
Chipman Holton Knitting Co... 33
Commercial Register Co..... 143
Corticelli Silk Co 8
"Craftana" 76
Cravenette Co 133
Clatworthy & Son 56
Colonial Weaving Co 99
Code, E. H. 28
Cash, J. & J. Co., Ltd., ... 47, 140
Canada Cloak Co., ... 89

D

Debenhams (Canada) Ltd 3
Dominion Textile Co 102
Deacon Shirt Co 132
Delfosse & Co 54
Diamond Whitewear Co 84
Defriez & Woodman 29
Dominion Office & Storefitting Co 57
Dominion Oileloth Co., The 108

E

Eagle Knitting Co 69
Eclipse Whitewear Co. 83
Ernest Ekstein 38
Ellis Underwear Co..... 67

F

Flett, Lowndes & Co., Ltd 39
Fairbairn, R. D. & Co. 40
Eclipse Umbrella Co., The ....
Inside back cover
Galt Art Metal Co 143
Galt Knitting Co 68
Gardiner, Foley & Co. 98
Garland, John, M., Son & Co .. 12
Gault Bros. & Co., Ltd 7
Gipe Carrier Co 56
Grimshaw, Thos. H. & Sons, Ltd. 66
Greenshields 1
Grand Rapids Show Case Co., .. 59
Gnaedinger, L. & Son 111

H

Hall, Borchert Co. 54
Hanson, G. F. 143
Henderson, Robt. 112
Hermsdorf, Louis 62
Home & Watts 96
Horrockses, Crewsden & Co. 22
Hymans, Jas 129
Halls, Ltd. 139
Hone, Daniel 13
Hutner Cloak Co., The, ... 99

I

Irving Umbrella Co 38
Independent Cloak Co. 93

J

Jackson Mfg. Co..... 140
Jaeger, Dr. 78
"Jay Finish" Underwear 71
Jason Hosiery Co 74
Jones Bros 131

K

King, John & Son 104
Kirk, Sam 128
Kleinert Rubber Co 35
Koester School, The 140
King, The Geo. H., Co..... 21

L

Ladies' Wear Ltd 36
Law, Russell & Co 10
Livingston & Scott 82
Liddell's Linens 28
Lambert, P. W. & Co 31
Leonard, S. & Sons 61
Luxfer Prism Co., ... 59
Lord & Taylor 65
Livingstone, Geo., ("Austrian Collars") 136

M

McCall & Co. 15
McElroy Mfg. Co 87
Macdonald, John & Co., Ltd ..
Outside back cover
Metallic Roofing Co., Ltd 143
Matthews, Towers & Co 124
Monarch Knitting Co., Ltd. 63
Morall, Abel & Co., Ltd 13

N

National Cash Register Co. 53
Northway, John & Son, Ltd. .. 95
Nisbet & Auld 101

O

"Old Bleach" Linens 24
Oxford Knitting Co 74
Ontario Button Co., The, ... 78

P

Parker, R. & Co..Inside front cover
Parsons & Parsons, Canadian Co 126
Perrin Freres 45
Penmans Ltd 79
Priestleys 2
Palmenberg's, J. R. Sons 54
Phoenix Hair Goods Co. 31
Pacific Mills 72-73
Pullan, M. & Sons 91
Peerless Overall Co 99

R

Rochester Button 48
Rosenwald Bros 32
Ryan, Robt., & Co 46
Reid, A. T., Ltd 43
Redmond, The Co., ... 113

S

Schloss, Louis 30
Schofield Woolen Co 78
Spitzer Bros., & Co 30
Sword Neckwear Co 135
Syndicate Cut Co 143
Stauntons Ltd 106
Sterling Lace & Novelty Co 49
Singer, A. T. & Co 66
Star Whitewear Mfg Co., The.. 80
Southcott, N. 98
Silver, M. & Co., ... 112

T

Technical Books 59, 116
Toronto Brass Mfg Co 54
Tranter, The G. A. Co 143
Turnbull, C. Co., of Galt 64

V

Veit, Otto, T. E. 143
Veit, Ernest 143
Victoriaville Furniture Co., The 109
Van Allen Mfg Co., The 136

W

Weber, Fred., W. & Co 143
Western Assurance Co 109
Weyerstall, A. & Co 143
Wilkins, Robt. Co.Inside front cover
Wrinch, McLaren & Co. 26
Waterhouse, Thos 68
Wallace & Wallace 24

Z

Zimmerman Mfg. Co. 75

TABLE OF CONTENTS

Departments :

Art of Display 52
Buyers' Guide 143
Dress Goods and Fabrics 100
Dress Accessories 37
Editorial 17
Fancy Goods, Notions and Toys. 21
Furs 110
Good Advertising 114
Hints to Buyers 120
Housefurnishings 105
Knit Goods 61
Paris Letter 94
Mainly About Ourselves 11
Men's Furnishings 123
Millinery and New York Letter 51
Ready-to-wear Garments 81
Show Cards 134

Special Articles

Avoid Extravagant Statements. 114
Conducting Easter Openings 20
Dry Goods Man on Reciprocity. 32
Local Merchants are Demonstrating 25
Small Leaks Will Wear Big Holes 118
Stimulate Inactive Accounts ... 141
Suggested Plan for Taxing Mail Orders 23
Why I Am Still an Underling.... 137

THE MEN'S WEAR REVIEW.

MARCH 1, 1911

PUBLISHED IN CONNECTION WITH THE DRY GOODS REVIEW

Features of this Number

Influence of Coronation upon Men's Wear styles.

The King as a creator of fashions.

Novelties noted in London.

Samples of Overcoating for Fall.

Is style a dominant factor in selling Men's Wear?

Why I am still an underling after forty years.

Effective display and advertising features.

Stimulating inactive accounts.

Let us have your Orders Now

FOR

SPRING RAINCOATS

▣

It pays to Specialize

Our range of European Lines is Complete

▣

See one of our Travellers, they are on the way with the most complete assortment of

MEN'S FURNISHINGS

in Canada

Matthews, Towers & Co.

10 St. Helen Street, - - Montreal, Que.

MEN'S CLOTHING AND FURNISHINGS

Influence of the Coronation

Year Promises to See Much Dainty Color in Men's Clothing --- The King not the Creator of Styles That His Father Was --- Indications in London

THE forthcoming coronation is likely to exert considerable influence upon men's wear during next Summer. Already there are articles on the market intended for next season's selling which evidences the wide-awake manufacturer's penchant for extracting from events of world or national interest, some name that would at once be strikingly appropriate for his goods. Hence there are already coronation tweeds which combine red, white and blue in some passable form, or make other use of one or more of these colors. A faint speck or thread of red through many of the fabrics shown is said to owe its presence to the fact that it is coronation year. Then there are coronation derbies, straws, neckwear and collars in fact it would appear that no part of man's attire is to escape the craze for some feature which can at once be traced to the influence of the crowning event in June.

It cannot be said that trend indicated is traceable to any dictate or style pace originating with the King. His sartorial taste is of the most conservative and quite befitting one who has "followed the sea" most of his life. It would seem, therefore, that originators of novelties for men during the coming Summer will have very wide scope and little responsibility so far as royal precedent is concerned.

Already there is some evidence of a rather remarkable Summer in men's clothing, judging by reports from London. The London Times quotes a fashionable West End tailor as follows:—"Masculine modes for the coming season show a tendency to be remarkable feminine. Men will go in for dainty color schemes, and it will not be pardonable if socks and tie do not match or blend. The coronation will make red, white and blue permissible, but, except under certain conditions, a combination of the three will not be considered the thing. It has been said that a red, white and blue waistcoat will be worn, but I doubt whether London will stand it.

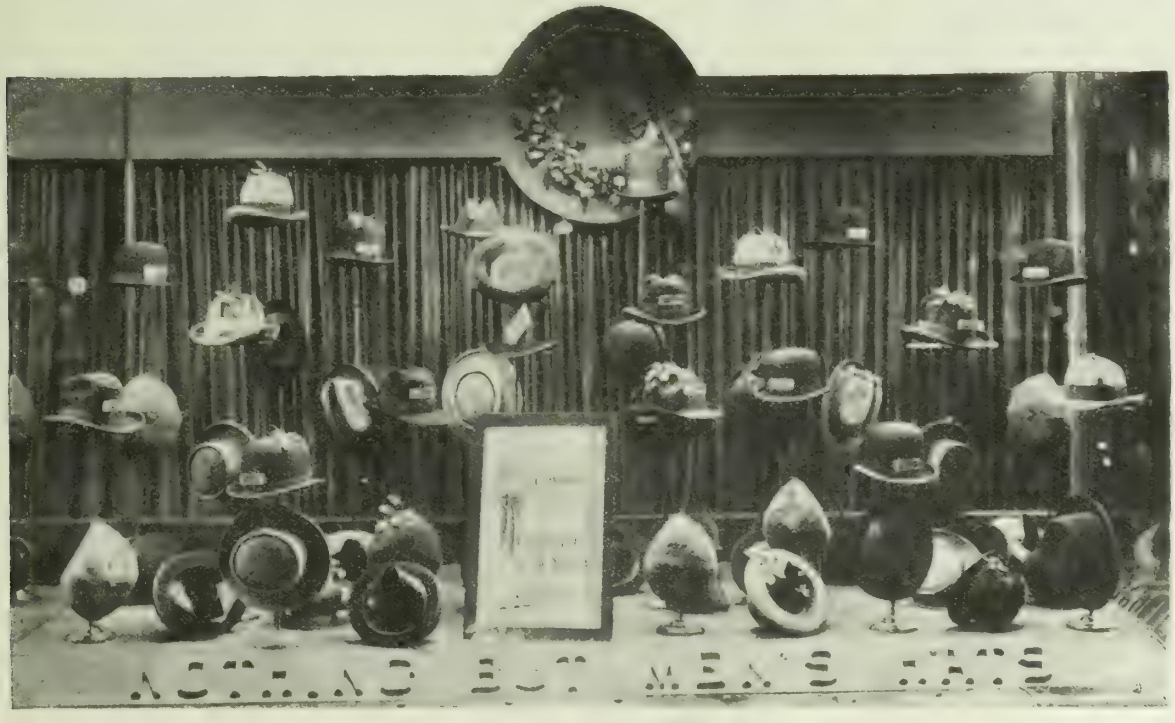
"A delicate silken tie of the national colors will be in order, and a white shirt with a faint blue stripe will be popular.

"Certain extremists are endeavoring to popularize all kinds of quaint attire. Double ties, for instance—that is, an ordinary tie with a bow attachment.

"Fantastically turned-up trousers with patterns on the 'turn-up' are suggested, but I do not think that the 'smart set' will be seen wearing them.

"But altogether, fashions will be quiet, and the smart tailor will eschew any of the innovations introduced by the sensation merchant."

Another authority says: "Men's clothes will be of artistic hues this Spring, for bronze and green are to be the popular colors. Fashion usually anticipates the season for which it is intended by some months, and the experts who decree what shall be worn by smart men have decided upon these two shades of material."



An attractive hat window. Although this was a Christmas window, the idea is adaptable to any season. The background was of red sateen, pleated with panels, top and bottom covered with green felt and wreath with red ribbon bow. By J. A. McNabb, with L. J. Applegath & Son, Toronto.

K K

You will sell more

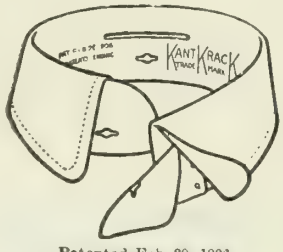
Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908
Beware of Infringements

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

K K

In a word there is to be a sharp change from the very conservative styles which followed upon the death of King Edward, and the greater range of colors shown in every department is some indication of what is to be expected.

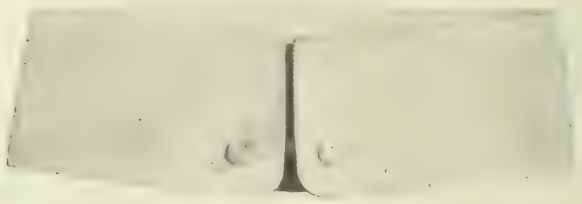


Bow Tie, with Bordered End in Black and White. Shown by the Sword Neckwear Co., Toronto.

Good Season for Negligees

Shirts, Collars, Cuffs, Neckwear Will Show Trend in This Direction — Great Variety in Ties for Summer Wear

Men's furnishers express the opinion that an exceedingly strong run will be made upon all kinds of negligee lines, soft shirts in silks or mercerized goods with French cuffs, the folding negligee collar, and the tubular wash tie. For Easter and early Spring many novelties are appearing in men's neckties. The bias stripe is in prominent position, and while in the majority of cases fabrics show an orthodox regularity of bars, there are many effects shown in which the stripes are grouped only in the knot and centre of the ends. Self patterns are very strong, but neatly contrasting effects are also shown such as, blue and gold, gray and silver, etc. Fancy ends



Men's Negligee Collar in Pique, illustrating a style that will be very much worn this summer. Shown by the A. T. Reid Co., Toronto.

are also a feature. While in some cases straight bars are shown, in others, so-called tasseled ends are the features. These are essentially an early Spring and Summer effect, but they are already being shown by retailers. Reps, bengalines, crepes, poplins and grenadines are employed. Plain colors and straight panelled style will also be well thought of, and some attempt will be made to feature self-figured patterns. These are very neat, and come in all of the good shades. The graduated tie, a decidedly English style of four-in-hand well adapted to close-fitting fronts in collars, is being shown in the more recent introductions.

There are no faddish shades shown as yet for the Spring and Summer season. It is evident the browns, tans, greens, blues, greys, the richest shades of red, black and white, grey and black will have premier position in the demand.

A good season is predicted for bow ties of the batwing and paddle-end order, and some very neat effects are shown in black with ends worked out in black and white, and other plain colors with contrasting border.

Altogether, neckwear manufacturers seem to be approaching a record year. Retailers are recognizing the



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(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

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Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Spring

If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



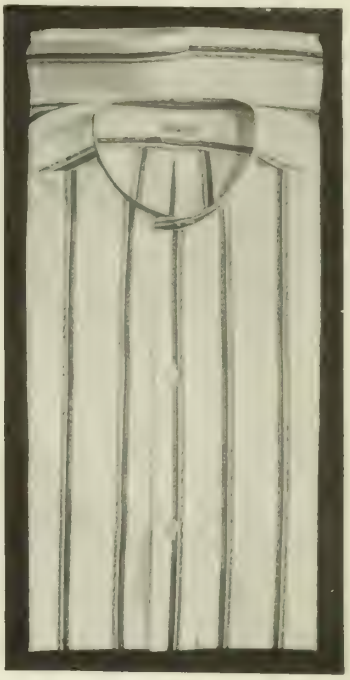
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importance of an up-to-date tie department. A clever salesman with good range of ties, both as regards fabrics, style and price, will often develop it to swing much business to other departments of his stock. A customer



One of the Fall Styles shown by The Van Allen Co., Limited, Hamilton.

whose preference for a store is based on satisfactory selection as regards neckwear is in the majority of cases a steady customer of the store or department. Retailers make no mistake in making liberal selections of stylish,



Plain and pique dress shirt shown by M. Joss and Lowenstein, Prague, Austria. Canadian Agent, George Livingston, 28 Wellington St. West, Toronto

likable goods for the new reason. Prices are no longer the all-important factor in small places that they were some years ago. Men everywhere are beginning to concede that a nice tie is a very desirable thing, and as the country is prosperous, a good salesman can generally land a better price than usual when he has goods that look the part.

Hymo

¶ Sartorial art can accomplish much, but the skill of the best cutter is often frustrated by an ineffective interlining.

¶ Hymo ensures smoothness and elegance, as it obviates the tendency of a coat to furrow or cockle, and hence every member of the tailoring profession who has experience of its merits bears testimony to the value of this discovery.

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Look for the Trade Mark stamped every five yards on "Hymo" Cloths. None genuine without.

Sole Manufacturer

JAMES HYMANS

(WHOLESALE ONLY.)

8 and 10 CRESCENT MINORIES, LONDON, ENGLAND

SAMPLES ON REQUEST

Brown a Leader for Fall

Definite News Regarding Suitings and Overcoatings —Features of Cloths, Patterns and Colorings— Some Suggestions to Overcome Scarcity of Help

IN men's suitings, worsteds, tweeds, etc., the great bulk of the trade will be done and the tendency will be for bright colors. On every hand is shown Bannockburn tweeds with a variety of over effects, stripes, checks, flakes and spots and a number of lines of this nature will be featured.

Coronation colors have developed and are every man's opinion. No two men talk the same coronation colors. While the coronation shade proper is "blood red," there are a thousand samples and innovations shown, hinting at and called "coronation" tweeds, worsteds and effects. No doubt, goods under the name of Coronation, introducing blues, purples and similar features, will be largely sold, and it is evident that interwoven red will be the outstanding and prominent note, as far as evidenced by samples for Fall.

Tweeds are called for better sale, as compared with the selling during the present Spring. It is stated that actual sales have not been in keeping with the general talk, but that tweeds will assume a prominent position in the selections of fall lines by the retailers.

However, fancy worsteds will undoubtedly comprise seventy-five per cent. of the business done.

Many of the worsteds for fall are similar in styles to tweeds, and are essentially worsteds in tweed effects, but consumers are taking and prefer smooth finishes, bordering on tweed patterns.

Browns in a variety of shades will be the keynote. A percentage of greys will take well, and several of the novelty shades are bound to prove popular. Blues also will be in evidence, owing to the ever popular and staple nature of the different shades, and will introduce faint white or pencil stripes, as well.

◉

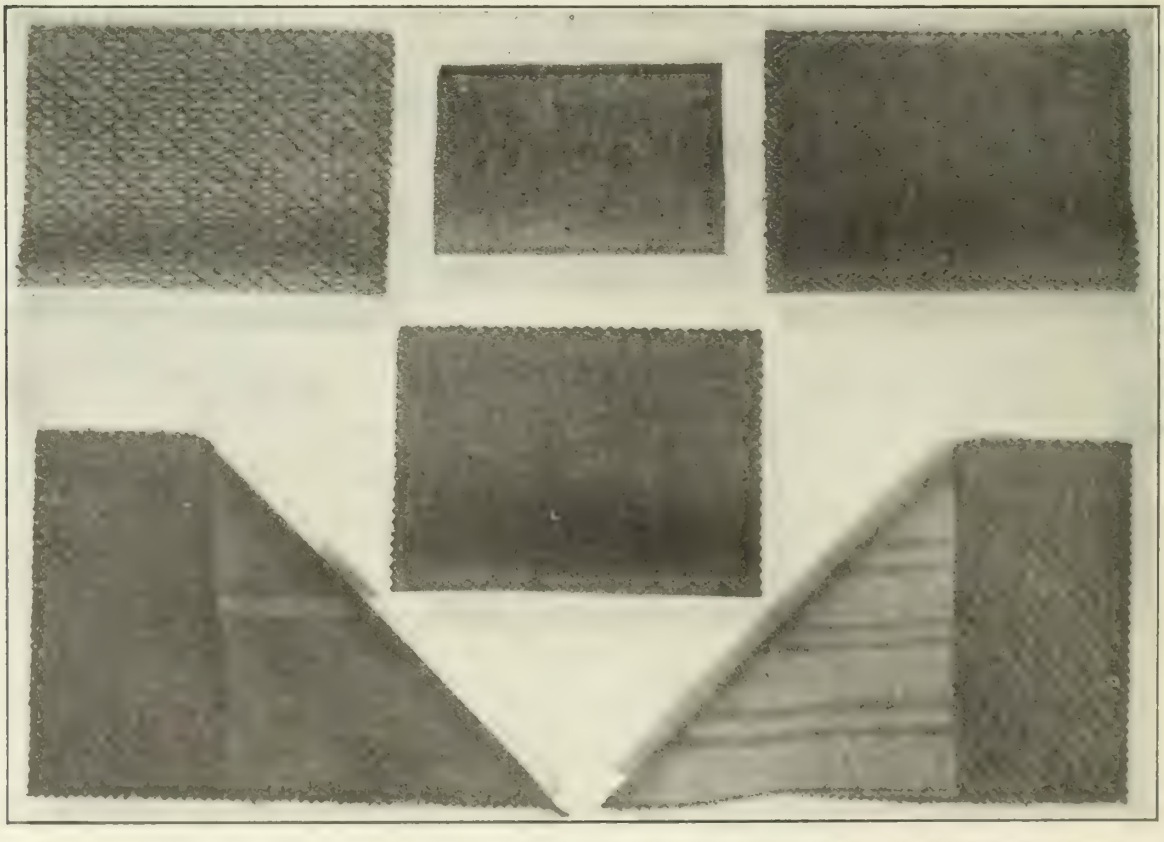
New Overcoatings and Ulsterings.

Last season the sale of Ulsters or Varsity coats was very marked, and while the sale was more in quietish dark patterns, the ranges shown and samples to be seen this season include some very high color stuffs for the making of these garments.

Heavy Scotch tweeds with tartan plaid back and reversibles, will be shown in goods suitable. Soft duffle friezes, particularly in a variety of grey, in some cases with a little color interwoven, are shown. Soft fluffy overcoatings and boucle effects are undoubtedly slated for a run and ultimate demand will feature warmth without weight. Grey cheviots will also prove a strong feature.

Colors explicitly stated are principally new shades of browns, mixtures of browns and black, and a percentage of greys being represented. People who are tired of black and do not wish too pronounced a change, will take grey, and in the cheviot finish and smooth cloths, browns will be well taken as compared with the dressier black.

Prices will be very much as in last season's quotations, although wholesale buyers have been asked to pay small advances. Prices are still holding very firm.



Novelty overcoatings for Fall, showing reversible, diagonal, herringbone and boucle effects. Warmth without weight is to be a feature next season. Samples from Nesbit & Auld, Toronto.

STOP!



The Abuse of Merchandise

The Waste of Floor Space

The Dissipation of Selling Force

The Misapplication of Energy

Many leading merchants in both the United States and Canada have learned that it pays to conserve floor space and selling space.

May we show you, Mr. Merchant, how the

"New Way" Crystal Wardrobe

by decreasing your selling expenses will increase your profit?

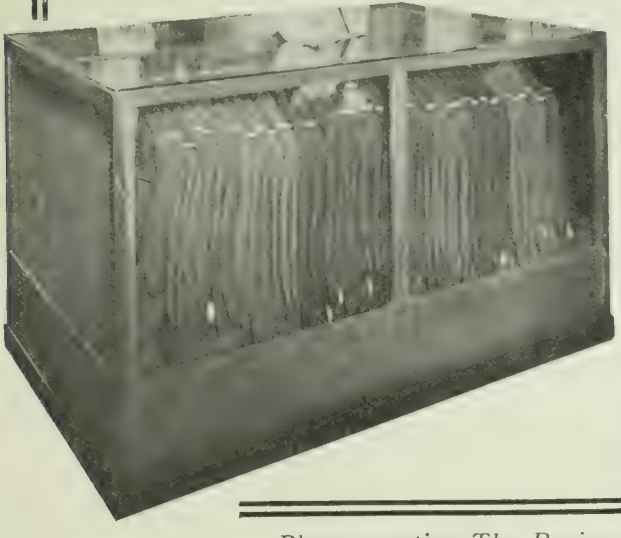
By installing "New Way" Wardrobes, you can increase the variety of the stock you are handling to a very large extent, and you can display it better, keep it unsoiled and uncreased, and always easy of access. Cuts show the "New Way" open and closed. Note that when the "New Way" is open the garments don't block selling space.

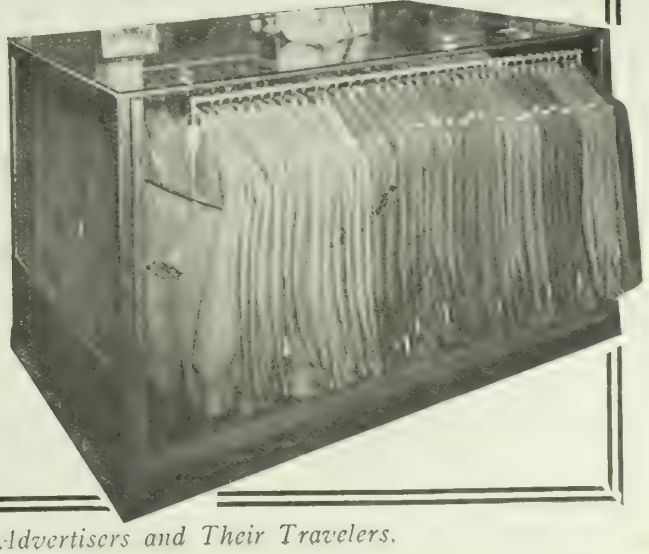
Get full details on this proposition. Catalogue "D" gives particulars. Send for a copy TO-DAY.

Jones Bros. & Co., Limited

WARDROBE MAKERS

29-31 Adelaide Street West, . . . Toronto, Ont.





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DEACON
SHIRT

Our Travellers are now out with samples for Fall 1911.

Our line comprises the largest assortment of Outing and Working Shirts for men and boys, made of the best wear-resisting cloths.

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The Deacon Shirt Co.

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AND
HARD WEAR

"KING EDWARD"
SUSPENDERS
Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

An Expansion That Paid

How a Son's Initiative Increased What Had Previously Been One Line Business—Started From Order for Collars.

Hundreds of young men all over Canada have learned their trade in the stores established by their fathers. Probably in their energetic ambition to enlarge the business they consider the advisability of introducing a new line on their own account.

Opposition in some cases may be marked, and many objections may be raised that combined lines do not work well together, and that the business maintained by the father is satisfactory as it stands.

Many men appreciate the efforts of the younger element and are only too glad to allow their sons to add lines, as they show ability to handle them on their own account.

Cases are cited every day and one in particular, that of a young man and his advent and start into the business, is noted. He is situated in a store not twenty miles from Toronto, and his experience is told concisely by himself. His father was a merchant tailor and the son was working with the father, doing whatever he could for the bettering of the business.

Opportunities for adding a men's furnishing department to the store became more and more evident, and although the father laughed at the idea the notion of enlarging the business or going into business on his own account grew stronger and stronger, as the possibilities became apparent.

The beginning was made when a traveler called to sell a line of collars. Being a clothier the father naturally objected that his experience told him that clothing and furnishings would never do well together. The upshot of the matter, however, after a talk between the young man and the traveler, was that an order for collars was placed and the young man was started in business on his own behalf.

It is needless to say that collars were the main theme and that this young business man talked collars to everyone he met. Success was forthcoming, however, and from time to time, as experience was gained, better methods noted and more money available, hats, caps, shirts and kindred lines were added. Slowly and surely, buying as little of each size of any line as possible, noting how it sold and adding well known advertised lines, the road led to ultimate success.

All the show cards, advertising matter and information that manufacturing firms send with their lines were used for display and distribution to the class of customers it was desired to reach.

An instance to show what the prospects and to illustrate how trade can be worked up in this manner is also cited. This young man secured the agency for a line of overalls that had been carried by an opposition store, whose sales amounted to about ninety dollars in six months on this particular line. Strenuous merchandising, lots of talking, enthusiasm, demonstration and explanation of the differences in workmanship, of superior values offered and of the many merits of the line handled resulted in corresponding sales. Orders and repeats for two months since Christmas amounted to nearly three hundred dollars and were placed at three different times. Other lines have been handled, quite as successfully and similar methods have been adopted and used in many other instances.



No More Torn Collars for Those Customers Who Are Wearing

"Challenge" Brand

WATERPROOF

COLLARS and CUFFS

They never wear rough, and will not wilt or crack. The annoying splitting of button holes is unknown to wearers of "Challenge" Brand, and laundry bills are eliminated.

"Challenge" Collars will sell to your most particular customer because they cannot be distinguished from the linen collar he has always used. And they will not turn color or smell unpleasantly.

Made in all the up-to-date styles, sizes and shapes.

Give this line the prominence it deserves. It will surely influence a further volume of desirable trade to your store.

The Arlington Co. of Canada
LIMITED
54-64 Fraser Ave., TORONTO

STOCK CARRIED BY FOLLOWING AGENTS:

ONTARIO—J. Chanler & Co., Toronto; EASTERN—Duncan Bell, Montreal
WESTERN—R. J. Quigley, 212 Hammond Block, Winnipeg.

THERE'S NOTHING BETTER THAN

"Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.



WET or FINE

RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

REG^D TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO
The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

How to Produce Effective Show Cards for Easter

The Projecting Card is a Popular Feature — White Card With Touch of Color very Appropriate — Use of Water Colors for Decorative Work — The Correction of Errors

(By J. C. Edwards, with W. A. Cressman, Peterboro)

SPEEDING along any railway line your attention is constantly being attracted to the large advertising boards on all sides; here it is the only flour worth using, there it is finest hat in the world and everywhere you see them; all striving to rivet your attention and make you remember what you saw.

You, upon recalling some of them speak or think of the one you saw with the big hat sitting out separately from the rest of the sign, you remember it because you noted the oddity and the originality of the idea and as a result the contents of the ad. or perhaps only the name has been riveted on your mind.

That's good advertising, is it not? Well, what has that to do with Easter show cards for dry goods and men's clothing stores? Only this: We are featuring in this article the pulling power of cards made in precisely the same style as those signs.

The decorative part of the card is made so that part of it comes near the edge of the card surface and then



Easter Show Cards showing projected figures.



Show Cards that will add to the appropriate appearance of the Easter window.

the card is cut down leaving part of the decoration protruding beyond the main part of the card.

The Protuding Decoration.

As will be noticed in the accompanying cards this idea has been carried out in them. All—each card being suitably decorated for Easter use. The rabbit, the violets,

In Europe ROVING FOR Novelties



OUR Mr. Sword is now in Europe, calling upon the foremost manufacturers of neckwear silks, in quest of high grade novelties for the Fall and holiday trade, nineteen-eleven.

Send for an assortment of this novelty.

Quarter dozen to color.



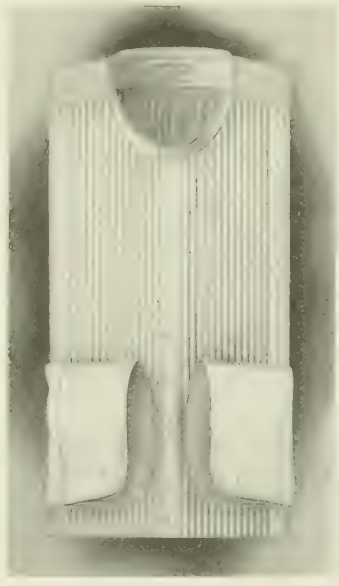
The Thunderer

One of our many new ideas for Spring and Summer wear. Frosted ground in 12 combinations; also in Surah ground, 18 combinations.

Price, $4.50 per doz.

The Sword Neckwear Company, Limited, Toronto

Finest Range of Shirts, Hosiery and Underwear for Fall



No. 382½

Travellers calling between 15th March and 1st April.

Van Allen Mfg. Company
HAMILTON ONTARIO

Important Trade Announcement

MESSRS. M. JOSS & LOWENSTEIN, of Prague, Austria,

Manufacturers of the celebrated AUSTRIAN M.J.L. MADE **Collars, Cuffs and Shirts,**

which have been sold in this country through a wholesale medium, for the last fifteen years, beg to inform you that they have decided to abolish this policy and intend to sell their goods for the future, direct to the retail trade in Canada. This mode of doing business, selling our goods direct from factory and thereby paying personal attention to the sale will enable us to distribute our goods in every way on a more satisfactory basis, as keeping our stock in a most perfect condition as to sizes, styles, etc., and thereby give satisfaction all round.

Our stock will be kept from beginning of May under the management of

GEORGE LIVINGSTON
28 Wellington St. West Toronto

and if in the meantime you would favor us with your esteemed import orders as in the past, to be DELIVERED DIRECT FROM FACTORY, it would be very much appreciated and find prompt attention

the Easter lily, the egg and the chicken are all symbolic of the Eastertide.

In every case the decoration was made by hand, with the one exception, of the figure in No. 5, which was cut out and pasted on in such a way as to give it the appearance of just coming out of the shell.

To the non-professional card-writer, the forming of the two parts of the broken egg to correspond might cause considerable trouble, but this is very simple if the egg is drafted out on a piece of paper first, then the paper cut in two in a zig-zag manner, about the way an egg would be broken ; these two pieces may be placed in any position desired and yet they will be perfectly true. Some of these cards, while they are intended for Easter may be used for Spring opening as well, providing the right inscription is used.

Easter Cards Described.

Take for instance Nos. 3 and 4, No. 3 shows a couple of hand-painted tulips, crude indeed, but very effective in the colors used—yellow and two-tone red ; the inscription is in plain brush stroke Roman with a light shade of green ; No. 4 shows an eccentric form of decorating, but entirely suitable for the Easter season.

The inscription "Natty Cravats" is a brush stroke gothic or block letter, with a light shade. "Early arrivals" is written with the flat brush in the slant style.

Every card writer, of course, has his own peculiarities, or eccentricities, which he is known by—an odd letter, a peculiar form of decoration which it seems hard to break away from. You will notice in card No. 6 the letter "g" in "Togs." This is one of our eccentric letters and we have many. In this same card the decoration is rather unusual and very striking in its natural color which of course does not reproduce. The chicken is yellow, shaded with a darker shade of yellow or tan, the egg is white, shaded with black.

Painting of Flowers.

To the amateur, the painting of flowers, etc., might seem very hard and almost impossible to him, but this is very simple if he can draw at all, for there are hundreds of pictures in magazines, newspapers, etc., which will help out and then the picture postal is a winner, especially for floral designs, and suggestions such as in cards 4, 3, 1 and 2. No one need be stuck for valuable ideas with so many good trade journals, etc., available. We always think that the white card with a touch of color is most appropriate for Easter.

All the decorative work on these cards was done with water colors and one of my lettering brushes which goes to show that the young card writer is not under the necessity of supplying himself with an expensive air-brush. One or two lessons in using wash water colors will suffice to place a card-writer in a position to do effective illuminating of his cards when he finds it necessary.

Correcting Errors.

The correction of errors is as much of an art in card-writing almost as the card-writing itself.

Perhaps you have spent some time in making a card and just as you are finishing it you leave out a letter in a word. Now, if you are not wise how to alter it you have wasted a lot of valuable time, to say nothing of the vexation you feel toward yourself for being stupid. Glance at card No. 1 and see if you can detect a correction. The last E was left out of the word Easter, and had to be inserted or the whole card wasted. This was done, however, and the defect can hardly be noticed

Why I Am Still an Underling After 40 Years in Business

The Story of a Man Who Tried and Failed and Has the Courage to Admit It—The Biggest, Hardest Fight, he Says, is the Fight Against One's Self—His Is Not a Different Case.

From Business and The Book-keeper.

FORTY years ago I began my career as a clerk. I am still a clerk. The job I hold in a men's furnishing store came to me as the result of a favor I performed for the proprietor when we were both of us young men. It nets me $15 a week.

In spite of the meagerness of these earnings I am quite content with my lot. If I can only hold my position I shall be satisfied. At my time of life a man cannot hope to rise. I have had my chance. There is left to me simply the hope of keeping my job.

And yet, even while I admit it, I realized that that is the trouble with me, as it is with many men. A man can no more go forward without ambition than can an engine without wheels. The man who stagnates is a failure.

Success comes within the grasp of every man at least once during his life. To most it extends its opportunities again and again. A man's final rating in life from the standpoint of success, depends entirely upon how he acts when these crises arise. A failure is simply one who, when the crucial moments came, went out to meet success and lost his way.

My Start in Business.

I began with one of the biggest retail concerns in Chicago. A young man just starting out couldn't have asked for a better berth. This firm had the idea which actuated all progressive businesses—that of putting the best man in the best places; of utilizing every bit of brain power in its employ to the fullest extent. Clerks were watched, and, in proper turn, promoted to be department buyers or managers.

I was young in those days and hadn't begun to lose my ambition. I threw every bit of the zeal of enthusiastic youth into my work and, because I backed up that zeal with a little more than average ability, I speedily attracted attention. Worth is always noticed sooner or later, and rewarded in proportion to its volume. If a man ever tells you luck kept him down, you can be certain something is the matter with him. Luck is merely the name lazy people give to their mistakes.

It was not long before I was assisting the buyer of my department and was next in line for promotion. It was during this period that I met the man for whom I am now working. He was a struggling salesman then, with prospects not so bright as my own. I liked him and pushed his goods. It was really through my efforts that he got his start in life. Years afterward, when I was down and out, I went to him and he gave me the position I now hold. It was a case of the bread upon the waters being returned. The bread so cast always is returned, too. If more young men starting in would get hold of that fact, take it home to themselves and never let go of it, there would be less failures. Failures are the men who put mould on the water and then sit down to await the return of pound cake. That sort of thing doesn't happen.

I stayed with that Chicago concern six years. The last year, however, was a very uncomfortable one. Everybody there realized my earnestness and ability—including the manager of my department. He called it "over officiousness," however. He was somewhat jealous, and feared I might get his position from him. Occasionally eminently little men of that stamp will stray into positions of authority; but they rarely last long. I had not then learned, however, to let insults from my superiors pass unnoticed when resenting them did no good. I chafed under the constant restrictions and unpleasantnesses which this man contrived to thrust in my path. I grew restless and dissatisfied, and began to take less interest in my work. I was foolish enough to think that my interest wouldn't help them. It was the first indication that, despite what ability I possessed, I was not a "sticker"—one of the most important things in the world to be. Youth, however, does not look within, and I laid all the blame on the manager.

The First Error of Judgment

Another Chicago store—of nowhere near the size or standing of the one I was with—heard of my work and of my dissatisfaction, and at that time approached me with an offer. All of my friends with whom I talked the matter over advised me strongly against the change, dwelling at length upon the fact that I stood next in succession to promotion to the department managership.

"Lots of chance I stand to get that with him there," I returned. "Or maybe you want me to wait until he dies. Well, he looks pretty healthy to me." And nothing my friends could say served to shape my opinion. I accepted the offer, even though the place brought me less money. I could see only improved opportunities and a certain freedom.

Within a year, however, the error of my course was forcibly brought home to me. My old department manager left the firm. His place went to the man who had been under me, but had shown more patience. There was I, at the same time, making less money than I had been two years before.

Here were six years wasted, I told myself. Six years of struggle and effort and ambition thrown away through one false step! Had I known more I would have understood that no work is ever wasted, that every effort expended inevitably works for one's benefit and advantage. But it takes time to learn that, when a man is as headstrong as I used to be.

For five years more I struggled on—never once rising above a clerkship. That first set-back had shown up still another of my inherent weaknesses by taking the heart out of me. My work was uniformly listless and the springy step, the eager enthusiasm which had drawn the attention of my first employers, were lacking. At the end of the five years I was frankly and admittedly discouraged.

I became restless and nervous. I went from one position to another, never content to stay long in any place. That sort of thing does not make for advancement. It is not the man who does some one brilliant thing a couple of times a year who wins. It is the man who day after day, month after month, year after year, can be relied upon to do that work which is assigned him, and do it well. That man need never be dubious of his reward. Success is his own. He has mastered it. It was in a flash of inspiration, during one of my most downcast moments, that the realization of this fact first dawned upon me. Twenty-five years of misdirected effort—twenty-five years of fruitless changes because promotion did not come to me immediately—were necessary before I could grasp this fact

But once it was graven upon my mind, I felt a revival of youth within me, a sharp quickening of ambition.

Getting a New Grip on Myself.

I attached myself to a new and growing firm, and threw myself into the work with the buoyancy of old. Once again I had a practical demonstration of the rewards of the right spirit. To be sure, I was still nothing more than a clerk, but I was a good one, my worth was appreciated, and I was making more money and living better than I had ever before in my life: I retained this position three years. During that period I made no effort to save money or husband my resources in any way. Promotion seemed sure, I had a hard struggle behind, and I felt that I had earned dearly the unstinted enjoyment of the present which circumstances held out. It was merely another illustration of my want of sound, foreseeing judgment.

The crash came in the third year. The firm failed. They had been putting on a "front" in an effort to draw business which the volume of trade did not warrant. I, in company with all the other employes, had been paid far in advance of the normal rates, and the end had long been inevitable. With the exercise of a little common sense I might have guessed it long before and made provision accordingly. As it was I was left high and dry.

Following that came a long period of hardship which I shall not dwell upon. It was my own fault and all part of the game. When people learn, as I learned then—or thought I learned—that there can be no act without an accompanying effect, which will be good, bad, or indifferent in accordance to the act itself—when people learn that they'll be more careful of their acts.

Losing Out to Fate.

It took me a long while to get another job. In between were sandwiched all the privations, hardships, misery, suspense and worry which you've heard about so often. But at last I landed well. The concern was a good one and I tried to pluck up courage again and show my old speed. I thought I'd learned my lesson and I was beginning to succeed in my intent when another obstacle presented itself. This onstacle was the son of a department manager who was put aside of me to "grow up with the firm."

I didn't recognize him at once as an obstacle. At first he was merely an annoyance. It was not until goods began to be missed from the department and I was charged to ascertain who was at the bottom of the thefts that I perceived he was an obstacle. For he had influence behind him, and it didn't take me very long to make morally certain that he was the guilty party.

After a time, one evening when I'd actually seen the boy in the act of stuffing things in his pocket, I made a report against him. I was warned that I was taking a risk in placing the accusation there, but I held firm and insisted that the young chap be searched.

He was, and they found on him—nothing! I learned later that he passed the goods on to another clerk who was in with him.

I was forced to apologize to the boy—which galled me extremely, knowing as I did, of his guilt—and the way he looked at me when I made my little compulsory speech left no doubt that we were to be sworn enemies from that time forward. Besides that, the unproved charge I had brought had been the means of putting me in bad repute with the other clerks, and thenceforth I had anything but a pleasant time. I experienced the feeling that every one about was an enemy, and that I was being constantly watched.

Still I did not give up. During that darkest period I had saturated my mind with books on success and the basic principles of salesmanship and business and, coupling these with the lessons of my own experience, I was bringing every one to bear on my lagging faith. I can truly say that at this particular period I was making a good fight.

Then one night as I was leaving the store the superintendent laid a heavy hand on my shoulder and drew me into his private office.

"I've been told that you are systematically stealing goods from his house," he said sternly. "I don't want to make any unjust charges, but in defense of my own position I must insist on searching you."

I could feel my face pale under the sudden launching of the accusation. The house detective was in readiness and, before I well realized the import of this sudden turn of affairs, he began going through my pockets. From my overcoat side pocket he drew out a half-dozen neckties, some silk handkerchiefs of expensive pattern, and three pairs of fancy silk hose!

I started back staggered, speechless. In a flash I realized that the boy must have put them there as an outlet for his ill-feeling. But one look at the two stern faces before me was enough to show how futile a denial would be.

I did attempt one, though, as soon as I was capable of speech, but it was briefly waved aside. I was discharged on the spot. The entire force knew of my shame and I went out again into the world, after all my struggle and work, already beyond the age desired—and branded a thief.

The thieving boy responsible for my plight was caught red-handed in a burglary a short while later and sent up to the penitentiary. But small good that did me. The back-bone of my spirit was broken—broken beyond all mending.

The Game Got Me at Last.

And now I know that that was merely a further indication that I was not a "sticker." I had an inner consciousness of innocence. It was at this point that I should have gritted my teeth and fought back harder than ever. Every man meets set-backs in the course of his career. Every man at some time or other, runs up against a great big business tragedy.

The man who's worth his salt is the man who, in spite of it all, squares his jaw and—keeps on. That's the only kind of a man business of any sort has use for—the only man who's worthy of success—the only man who ever achieves success. I see it now.

It was at this crucial period that I again met the friend of my youth whose goods I had pushed in those long-ago, rose-colored days which were gone. I told him my story, and got the job, I now hold, on the spot. Even then it occurred to me that, had I ordered my life, differently, I might have had the fruit of some bigger, better seeds to sustain me in my time of need.

To-day, I am looked upon by my neighbors as a quiet, easy-going, unruffled old man who has much for which to be thankful. They do not know that within me are the aches of dead hopes—dead ambitions, hindered by my own witless follies. That is the tragedy of being a failure. One must forever remain a living monument to his own mistakes. No outside source can make a failure of any man, any more than it can make him a success.

It has been said many times before, but it can bear unlimited repetition—it should be blazoned forth in every office throughout the world, and repeated over and over by every man who works:

"The biggest, hardest fight is the fight against one's self. Once the shortcomings from within have been conquered, anything which the world may send can be conquered."

That is the lesson of my experience. It is the law of the game.



The Canadian Converters Co. Limited.



CASH'S

(English Manufacture)

Real Poplin Tubular Neckwear

(Pure Silk and Wool)



made in narrow four-in-hands, also 1½ inch loom shaped four-in-hands. Shown in 66 solid shades and large variety of fancy patterns.

CASH'S

(English Manufacture)

Fine Cotton Tubular Neckwear

Sample cards show over 500 colors and patterns.
Prices range from **90c. per doz. up,** laid down Montreal.

J. & J. CASH, LIMITED

100 Chestnut St, South Norwalk, Conn., U.S.A.

Send for Sample Cards and Information to our Montreal Office, 301 St. James St., Room 42, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

British Columbia Agent, H. A. J. Chapman, Box 448, Victoria, B.C.

Boys' Big Bloomer Pants



"The Jackson Bloomer"
LION BRAND

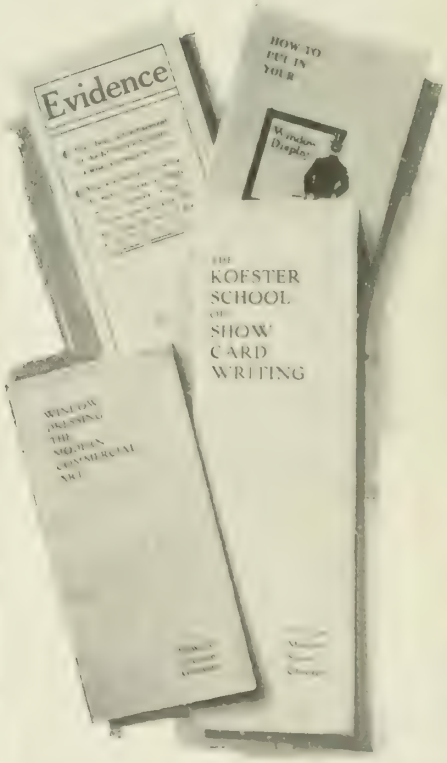
Our stock is in good shape for prompt attention to mail orders.

Prices from
$6.00
to
$18.00
per dozen.
All correct patterns

Prices from
$2.25
to
$6.00
per dozen
for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.

The Jackson Mfg. Co., Clinton

With factories at Clinton, Goderich and Exeter



These Four Books Free

Add these booklets to your reference books on the store. They are full of interesting information on how to prepare yourself for the store's

Advertising
Window Trimming
and
Card Writing

All instructions in the Koester School is personal instruction, by the very best known men

Positions are easily secured for all graduates, because there is a steady demand for good advertising men, window trimmers and card writers.

Write for these booklets to-day—FREE

Address
THE KOESTER SCHOOL 256 E. Madison St. CHICAGO, ILL.

Stimulate Inactive Accounts

Plan in Which Advertising, Sales and Book-Keeping Departments can Work Together With Good Effect

MANY concerns at one time or another, writes L. F. Hussey in the Trade Outlook, have used the old plan of sending statements to all the customers on the books; the debtors getting the figures of their indebtedness and a request to remit, and the others (those who have not purchased within a given period) getting statements bearing only the phrase "Statement of your account—O—Why?"—or words to that effect.

That scheme has worked well for many who have tried it, but its weakness is that it can be used with effect but once or perhaps at long intervals. Succeeding repetitions dull the point.

But the idea in the scheme can be elaborated so that it can be used every month and its effectiveness will be limited only by the ability in the sales department; and it is worth using regularly on the principle of "the bird in the hand—," for the regular customers are the foundation stones of the business and must be kept actively connected with it, while prospective customers are being cultivated.

Statement and Envelope File.

Suppose, then, that we start a statement and envelope file for the equal use of the bookkeeping department and the sales department. If the house has an addressing machine, its use will make the work very simple. In the first place, a set of guide cards is made out exactly like the alphbetical or numerical tabs or guides on the books.

Then, before the next time of issuing statements, the office boy can address on the machine one billhead and one envelope to every customer on the books, and put both together in their proper place in the file.

When the end of the month comes, the bookkeeper or his assistant can run rapidly through the file, using his books to parallel, and write on each billhead the figures of indebtedness, taking out the statements and envelopes of the debtors as he goes along. When these are mailed there are left in the file the blank statements of those customers who have not purchased.

As new billheads and envelopes can be immediately made out to replace those mailed, it may be pointed out in passing that if this procedure is carried through month by month, there is a goodly saving of time and labor right here in the bookkeeping department.

But just as soon as the bookkeepers have taken out the statements of the indebted customers and before they are replaced by new ones for the next month, the file should have the attention of the sales department.

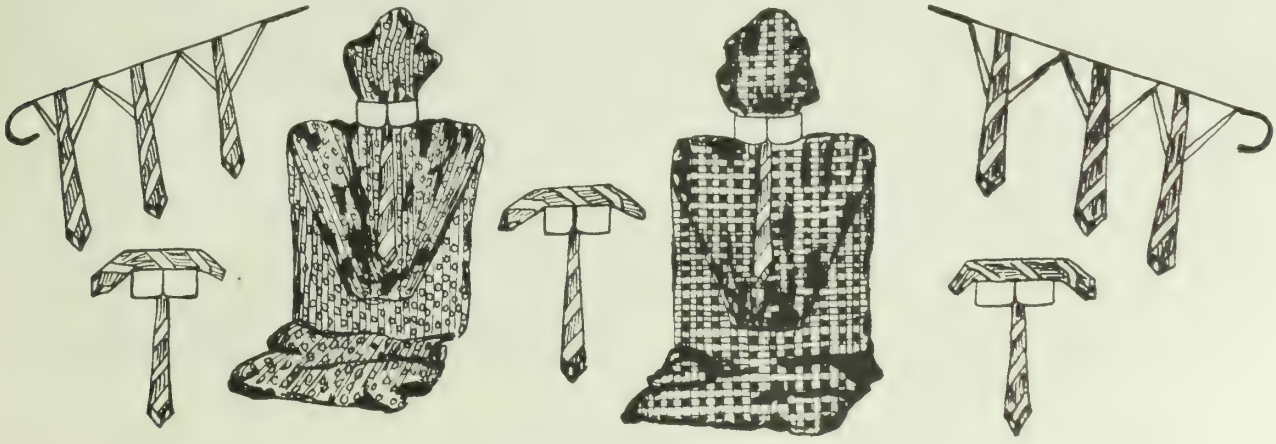
Where Salesmanship Comes In.

A strong letter, courteous, but brimful of applied salesmanship, should be sent to all those customers whose blank statements remaining in the file show that they have purchased nothing. This letter should make it plain to each recipient that the house is interested in him and in his business.



Display of Full Dress Accessories by Reg. Brown, Cressman's Toggery Shop, Peterboro.

Each of these customers should be made to feel that his account is valued and that the house is anxious to have a closer relationship. The letter should ask the customer to tell just why he has not purchased and should



Suggested units for a men's window. The large central figure feature shirting fabrics. These may be draped over a T stand. The grouping of canes, handkerchiefs and neckwear may be supported by a straight stand. Drawn by E. P. Burns, 1st assistant trimmer, Robert Simpson Co., Toronto.

suggest a willingness to help him if he will tell why he finds it difficult or seemingly impossible to sell or use the goods.

Specific Reasons Drawn Out.

And right here is the main point of the letter. Nominally, it is written to stimulate sluggish trade to activity, but it can be made to do more. Properly written, it can be made to draw forth specific reasons for the falling off of the purchasers. These reasons may vary with different sections of the country, but no matter what they are nor how they differ they furnish definite points of attack for the sales department.

If the goods are unsatisfactory or defective the sales department can put it up to the production department; if the demand has fallen off, the advertising department can start revival measures; and between the united efforts of the three departments business is bound to pick up.

The inactive customers will find no reason left them for remaining inactive, and the house can make the information it gets in this way act as a preventive against repetition of such conditions, and there will be less need of curative measures.

Variety in Letters.

It goes without saying that an entirely new and different letter should be sent to the inactive list each month; and if necessary, of course, it can be followed by one or two more letters, according to the regular follow-up system of the house.

In concerns of small or moderate size, where the list of inactive customers month to month is not too large for the stenographer force to handle, the letters sent to those customers by the sales department should be individually typed from name and salutation to complimentary close and then signed; making each letter a genuine personal communication. But for a large concern, it is easier and cheaper to use letters produced by one of the good duplicating processes.

In the latter case I should spend no time or money in attempting to fill in individual names and addresses. I should put my best effort into making the letter so humanly interesting that it would be read for what there was in it; not merely because it bore the recipient's name and address.

A Powerful Factor for Making Sales.

Such a plan as I have outlined here if thoroughly followed out from month to month is certain to be a powerful factor in stimulating sales. And it has the double advantage of lightening the work of the bookkeeping department at its busiest time, while it gives vantage ground from which the sales department can do most effective work.

It is, furthermore, equally practicable for large and small concerns and can be modified and adapted to suit varying business methods and requirements. Running the file is a simple task, as new envelopes and statements can be quickly addressed and inserted in the places from which active customers' statements were taken the preceding month. This can be done as soon as the sales department gets the list of inactive customers of the preceding month.

The envelopes and statements addressed to inactive customers are, of course, not taken out of the file until they are mailed out, with figures, in the regular way—until they become active, in short.

It's up to the sales department to get those blank statements to bear figures.

Is Style the Great Factor?

That style, rather than intrinsic value is sometimes a determining factor in the salability of men's and boys' clothing is being demonstrated frequently these days in the warerooms of the large manufacturers. One of the latter pointed out to The Review recently that a man "from the north country," actually turned down a special offering in staple styles of boys' good, smooth worsted suits for a cheaper line which had one or two little extra touches to them.

The merchant pointed out that he was persistently meeting with a demand for something different. One of his customers told him, in fact, that in order to get what he wanted in style for his son's clothing, he preferred to shop across the line. There seems to be little occasion for this alternative nowadays, for it is evident that there has been a remarkable development in style production by Canadian manufacturers during the past three years.

That the same thing applies to men's clothing is also evident, and the Textile Manufacturers' Journal gives a very good example of this. A clothing buyer for a large retailer visited a wholesale clothing establishment with the object of purchasing some overcoats. After the customary manner the clothing salesman showed him what they had for immediate delivery, and included in these samples was a coat made of a St. George kersey, which the salesman offered the buyer for $9.75. After looking over the samples in an indifferent kind of way for about ten minutes the buyer asked the salesman if he had anything in coats with convertible collars and in snappy, fancy styles.

Coats of this description were then shown him, and he immediately placed orders on different grades in a rather free way. Among the latter samples was an overcoat made of a cloth which was sold in the piece goods market for 62½c., and the price of this coat was also $9.75. To anyone at all familiar with cloths it is a well-known fact that the St. George kersey fluctuates in price between $2.25 and $2.50 a yard and is one of the



Men's wear unit in which an ordinary mahogany cane bottom chair is employed, together with two millinery stands. By Warren Andrews, with Anderson Company, St. Thomas.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire proof, permanent and ornamental, too. A post-card brings particulars without obligation to you

The Galt Art Metal Co., Ltd , Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que

Be Prosperous — Start 1911 on the Right Road

Never in the history of advertising was there such a success—such a producer of business as our Successful Special Sale System. Our plans will assist you to do Three Months' Business in Ten Days. Investigate our proposition.

The Only Successful Special Sale Promoters.

FRED W. WEBER & COMPANY
427 East 47th Street, . Chicago, Illinois

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations,
Cut Flowers, Vines, Palm, Etc.
L. BAUMANN & CO.
359 W. Chicago Ave. CHICAGO
Largest Importers and Manufacturers
Send for Catalogue R

The Commercial Account Register

pays for itself in a few months. For simplicity quickness in operation, durability and elegance in construction it has no equal. Cuts out bookkeeping and fits any safe. Send postal for catalogue and Canadian testimonials.

COMMERCIAL REGISTER CO.
178-180 Victoria St., Toronto, Ont.

Ideas That Are Worth While

There are many different ways by which the interest of the children may be attracted to the store. One of the best is a drawing contest. A cartoon or other similar production is exhibited in the window, and small copies of it distributed. Prizes may be offered for the best reproduction by school children. An age limit may be fixed and quite a number of prizes offered.

* * *

It is one thing to have a motto for a store and another thing to live up to it. Many Canadian merchants have adopted so-called trading slogans, and in the majority of cases they mean just what they say as regards goods and service. A good motto, one that "fits well in the mouth," and means something tends to keep the store and its staff attuned to high standards. It is one way of inspiring confidence.

* * *

One of the most unique contests ever launched by a store was that in which fifty prizes were offered for the most expert darners. Arrangements were made whereby the contestants were permitted to work in squads, and tea, coffee and cake were served from 9 a.m. to 4 p.m., the time of the contest. In some cases the squads were made up of parties of friends. The men were invited to send in all socks that needed mending. The plan worked to perfection.

* * *

A "listening sale" was the name upon which a merchant hinged a sale during February. Now, a sale in February by any other name would probably attract customers, but the previous announcements which heralded this event caused the people to put their ears to the ground more consciously than had it been swung as an ordinary sale. All of the items were given as reasons listening. The event undoubtedly attracted good business from listeners and was a striking example of the pulling power of a name.

* * *

Black type announcements of the values in progress is used to advantage by many merchants. Interspersed throughout the general reading matter of the newspaper, interest is thereby aroused and attention called to advertisement on a particular page. Many merchants use large type making such announcements across the entire top of the front page of the paper carrying the advertisement. Of course, these small paragraphs cost money, but when used to emphasize the importance of a particular event, the expenditure is often worth while.

* * *

Merchants are featuring "White Sales" later and later each season. In order to detract from the advertising results of the "mail order" houses this arrangement is used to excellent advantage in many districts. Departure from the usual rule may be made to arouse the expectancy of the customer and act as a reason for not patronizing "White Sales" usually held in January and which cater to customers who go south for the winter months. This was essentially the origin of the first white sales and merchants can derive much editorial and descriptive matter in completed and varied assortments, perfect workmanship, better service, extra values and more seasonable time.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

Buttons! Buttons! Buttons!

Are you looking for up-to-date novelties? We are specialists in Ivory, Pearl, Metal Covered and Fancy Buttons, Paris and New York designs, suitable for the manufacturing trade. Will gladly submit samples.

Embroidery and Beading
Machine and hand work. Write us for particulars.
A. WEYERSTALL & CO.
145 Wellington St. West, TORONTO

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

Axminster Squares and Mats

The old reliable firm, Horm, Patz, Celsnitz (Saxony) now carries stock right here in Canada. Newest and highest novelties in Designs.

Designs and price list cheerfully submitted.

OTTO T. E. VEIT
Wellington Street West TORONTO
Show Rooms:—26 Empire Building

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade.

The G. A. Tranter Co.
Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON LIMITED
ST JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT
19 Passage des Petites Ecuries, - Paris, France

Lombard [illegible] market, and it will therefore be seen at a glance that the difference in intrinsic value represented by the two garments in question is too apparent to need comment. An effort was made to indicate to the buyer that the former garment was made of a St. George kersey and to elaborate upon its advantages in the way of wearing qualities and real value, to all of which the buyer assented but he added that his counters were full of staple lines, but he had sold out of fancy overcoatings with convertible collar.

Such an occurrence indicates one thing above all others, and that is that to a material degree style rather than intrinsic value is a determining factor in men's clothes. The buyer rejected what he knew to be intrinsic value because he in turn could not sell it to the consumer, and this, of course, means that the consumer had rejected equally good value because the garment in which the valde was offered failed to come up to his idea of style

Accounts for Poor Clothes.

To a certain degree this accounts for the poor clothes that people sometimes wear, and it is absolutely wide of the mark to say that they are wearing such clothes because they can't get anything better. The consumer who wants to buy a coat with a convertible collar wants a convertible collar, and the value of the cloth employed in the coat is very obviously a secondary consideration. There can, of course, be no objection to the consumer's pursuit of such a policy if he cares to pursue it, but the fact remains that nothing can be gained and much is actually lost by distorting this fact and making it appear the result of a condition that is not in the slightest way connected with it or responsible for it.

Good Values Taken in Canada.

While this applies more particularly to the United States trade than the Canadian, manufacturers state that they have noted the passing of the day when a man bought a suit for a year or two years' wear. Now the same man, as a rule bought two suits for general wear each year, and of course the quality in these was not to be campared with those of former times.

In the general run of garments, the fabric was much lighter, and sooner showed evidences of wear and tear. So long as the garment was constructed in accordance with prevailing styles, it answered the purpose, but it cannot be said that the Canadian consumer is losing sight of quality altogether. A glance at the order books of the large woolen houses will soon dispel that idea



Small wing collar for fall, shown by M. Joss & Lowenstein, Prague, Austria. Canadian Agent, George Livingston, 28 Wellington St. West, Toronto

For Summer trade, orders show a good demand for the higher-priced garments both in men's and boys' wear, and manufacturers look for a still larger year's business on that basis than was done last year.

Prepared for Good Hat Season.

Retailers throughout the country have prepared for the opening of the Spring hat season. Caps have been taken in large quantities, and the return of tweeds has given manufacturers a new range of materials for their different lines, rough materials being particularly favored. Soft crush hats have also taken well, as have the different telescope styles. Stone greys, browns and bronzes are good colors. In the men's stiff hats the proportions range about as follows:—5¼x1¾ and 1⅞ and 2: 5¾ and 1⅞, 2 and 2⅛, 6 and 2¼. In the new silk hats dimensions are about as follows: 5⅞x1⅞; 5⅞x1¾.

The straw season is likely to see a great demand for fancy bands in so-called coronation colors

CONTENTS

An Expansion that Paid 132
Display Suggestions .....141—142
Effect of Coronation on Men's Wear 125
Fall Overcoatings 130
Good Season for Negligees 126
Is Style the Great Factor? 142
Shirts and Neckwear 128
Show Cards for Easter 134
Stimulate Inactive Accounts 141
Why I am an Underling 137

CLASSIFIED INDEX

A
Arlington Co., The 133
B
Bartell Patent Pocket Co 127
Berlin Suspender Co. 132
C
Cravenette 133
Canadian Converters Co., "Success Collars" 139
Cash, J. & J., Ltd 140
D
Deacon Shirt Co., The 132
H
Hymans, James 129
J
Jones Bros 131
Jackson Mfg. Co., The 140
K
Kirk, Sam, ... 128
Koester School, The 140
L
Livingston, Geo. (Austrian Collars) 136
M
Matthews, Towers & Co. 124
P
Parsons & Parsons, Can., Co. 126
S
Sword Neckwear Co. 135
V
Van Allen Mfg. Co. 136

You Can Guarantee These Suspenders

because the ALL FABRIC "CHESTER" will back up as strong a guarantee as any reasonable man will ask for.

You have got a strong seller and a big seller when you stock the

Canadian Made, All Fabric

CHESTER SUSPENDERS

Here's one point—the "stretch" is ***in the back***—where it is needed. There's no strain on the edges of the button-holes.

Patented FABRIC ENDS, chemically toughened wear points, and solid woven inserted back button-holes, are features that bring back customers "for another pair of those good suspenders." You don't have to sell them. ***Just show them.*** They will sell themselves.

Send for a sample dozen. $4.25 for the semi-elastic model. $4.50 for the all-elastic. Order from our factory or from the Winnipeg warehouse.

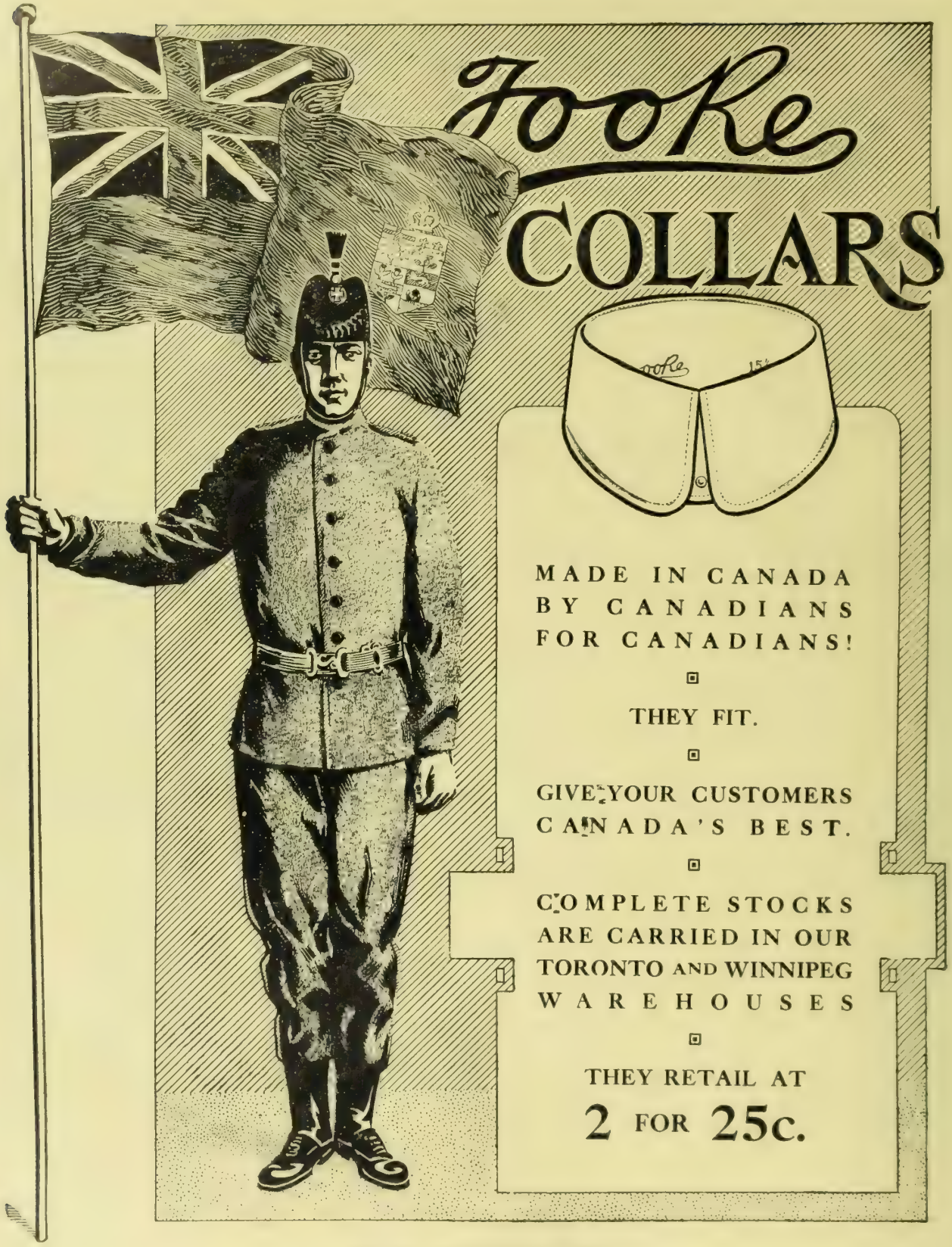


HALLS, LIMITED

Manufacturers

BROCKVILLE, ONT.

Full stock carried at our Winnipeg Warehouse, 148 Princess St.



MANUFACTURED BY

TOOKE BROS., Limited

MONTREAL

Manufacturers of **Shirts, Collars, Cuffs, Neckwear**

And Importers of **Men's Furnishings.**

OUR MARCH IMPORT PROPAGANDA

Means sure Holiday trade success in 1911. Thousands of new lines—Lots of "Specials"

New Showing is Unique in Canadian Merchandising

Fancy Goods

Dolls, Toys

Gift China

The new lines will be ready and on display in our sample rooms the end of February.

It will be the biggest and best assortment ever shown under one roof in Canada.

Full advantages can only be had by visiting us during March.

Customers can be served only by previously arranged appointment..

There is no alternative buying opportunity that will ensure your being able to sell the same articles profitably in your own town at home which the big stores of the cities offer, as "baits" to get the people to "send away" their money.

Write for details or arrange appointment with our traveller

The Fancy Goods Company of Canada, Limited

156 Front Street West - Toronto

To the Trade *March, 1911*

Carpets and House Furnishings Department

Spring Season 1911

Our Stock is now complete in

Linoleums, Oil Cloths, Carpets, Carpet Squares, Rugs, Curtains, Mattings, Quilts and Curtain Muslins

Clearing Lines

IN

8-4 Wood Stripe Printed Linoleums
Axminster Hearth Rugs
Tapestry Squares, in Large and Small Sizes

(Can only supply a few sizes of each design)

Special value in Lace Curtains at $6 per dozen

WE WILL SEND YOU LITHOGRAPHS AND QUALITY SAMPLES OF SQUARES AND LINOLEUMS UPON APPLICATION.

YOUR LETTER ORDERS WILL RECEIVE PROMPT AND CAREFUL ATTENTION.

John Macdonald & Co., Limited

Toronto

DRY GOODS REVIEW

MID-MONTH ISSUE

Vol. XXIII March 15, 1911 No. 6



THIS BRAND
STANDS FOR ALL THAT IS OF THE VERY BEST IN

HIGH GRADE FURS

DURING THE FIFTY-NINE YEARS WE HAVE BEEN DEVELOPING THIS BUSINESS, A COMBINATION OF SOUND QUALITY WITH CORRECT STYLE HAS BEEN OUR UNALTERABLE IDEAL

L. GNAEDINGER SON & COMPANY

90-92-94 ST. PETER STREET - MONTREAL

1ST APRIL ISSUE

In this issue we will feature Fancy Goods and Novelties. You will remember our splendid number last year. This time we will eclipse all previous efforts. "The Review" will be so chuck full of bright ideas and suggestions for Fancy Goods Buyers that you cannot afford to miss having your announcement appear in this issue. Arrange for a good strong adv. now :: ::

Forms Close March 24th

RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

DRY GOODS REVIEW

Issued 1st and 15th of each month. | Office of Publication, 143-149 University Avenue, Toronto | March 15, 1911

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CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

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NEW YORK - - - R. B. Huestis, 115 Broadway, N.Y. Telephone 2282 Cortlandt

FRANCE—
PARIS John F. Jones & Co., 31 bis Faubourg, Montmartre

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Single Copies - - - - - - - - - - 25 cents
Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

ENTER THE NEW SPRING SEASON.

DRY goods merchants generally seem to be setting their pace to the prospects of a record year. They have passed through a winter which has seen little interference from those unseasonable weather lapses which so seriously and suddenly affect the dry good business. There have been ample opportunities for sound merchandising. It has been one of those seasons in which every man who goes after it in a bright, sane, normally aggressive way, gets his share of business.

It may, therefore, be said that the country approaches the new season in the best of spirits. Apart from the general discussion upon the question of reciprocity and an occasional alarmist note from those seers who foresee annexation, nothing of a disquieting nature, so far as the dry goods trade is concerned—that is nothing likely to affect the demand for dry goods adversely—is in immediate prospect. The season is opening up with industries well supplied with orders and there is an abundance of labor.

So far as the raw material market is concerned, there appears to be little possibility of fluctuation or of that speculation which makes for uncertainty from one end of the trade to the other. All prices have reached a very firm basis, and retailers are fully aware of the causes which have led up to this condition of things, with the result that there is much more confidence in buying than would otherwise be the case. Manufacturers report a good volume of business for next fall. Spring and Summer business will measure up well in advance of the same seasons last year, and if nothing happens by way of setback to agricultural efforts, it will assuredly be a year of unusual strength in all departments.

The wholesale millinery houses who have just held their openings report excellent business, and while here, as in other lines, style seems to distribute its favor over a very wide range, the result is likely to be greatly to the advantage of the trade ultimately. There will thus be greater encouragement for the exercise of individual taste and demand is likely to be more evenly bestowed upon all stocks.

ORIGINALITY IN ADVERTISING.

NEXT to originality, the ability to adopt a good suggestion is greatly to be desired in the man who has charge of the advertising for a retail store. No man can be absolutely original all the time. That is why there is always such a fund of inspiration in a fair exchange of ideas.

It is right to say that in every progressive town and city there are one or two advertising men who seem to turn out more effective work than the others.

To what do these men owe their superiority? To the fact that their ideas are continually being refreshed from sources outside of the purely local field. They do not depend upon the productions of the man in the competing establishment. They go farther afield. They study the advertising which appears in newspapers coming from cities much larger than that in which they may be located. They get in touch with the brightest minds on advertising. They welcome criticism and a suggestion as to general construction, typographical arrangement, wording, illustrations and other matters which have to be considered in maintaining interest in their advertising from season to season. They avoid as much as possible the parochial idea in advertising and aim at something broader, and more impressive, so far as the general mind is concerned.

Now, there is such a thing as legitimate theft in retail advertising. It might better be called commendable adaptation, since it expresses the idea better and suggests that the man who is responsible for it is the one who uses his brains. He can see an idea and develop it to suit his purpose, without doing the originator an injustice. He has orginality himself. Originality, plus ideas, will help a man wonderfully in producing a yearful of good advertising.

On the other hand, their are men who are little better than imitators. Some of them do not scruple about following the lead of the bright man in the store opposite. Probably on account of pressure of other duties, they cannot find time to exercise their originality as they would like. They have not the chance they should have, and hence get their ideas from sources as near home as possible. It is not a good thing to see one man using his neighbor's brains, because it does not help the standard of his advertising. It contains no individuality—does not stand out in the way the merchant desires.

The advertising man should have explicit instructions from his employers to reach out after that force, originality, wise adaptation, breadth of idea, which is at the foundation of all good advertising. Above everything else, the advertising man should be given a fair chance.

NOT IN IT FOR HIS HEALTH.

FROM letters which The Review has received in connection with its last salesmanship competition, it is evident that there are a good many merchants in the country who believe in the policy of running their own business.

The question asked was along this line: "Having decided to shorten up on your credit, would you make an exception of a good customer who claimed that she was entitled to special consideration." Nearly every reply favored tactful refusal and determination to adhere to the store's policy. Hardly a week goes by that does not confront the merchant with some threatened breach of his merchandising principles, and he must be a firm man who will stand out against them all.

The dry goods man assuredly requires a backbone capable of resisting exceptional strain. He is continually besieged with requests for assistance in behalf of this scheme or that; there are people who use approval goods much as though they had already been paid for in cash, and who on returning them in anything like the condition they received them, expect the merchant to still preserve his equanimity; there are those who indirectly repudiate all progressive mercantile effort, calculated to build up their town, by sending the bulk of their business out of town, and in this class are those who insult the same enterprise by expecting it to carry them along while they use their cash for other purposes.

Yes, there are many people who would like to find in their dry goods merchant a very even-tempered, mild-mannered, patient, long-suffering, philanthropic person. The same people will flare up indignantly when they find the merchant capable of taking a courageous stand for his merchandising principles, even though he has in view a policy quite as advantageous to his customers as to himself.

Modern conditions require that merchandising policy will be incapable of half a dozen interpretations.

ALL IN THE DAY'S WORK.

The fact that a man 28 years of age has recently been elected to the presidency of a large mercantile concern should have something in it of inspiration to others, who, with their right feet lifting and eyes fixed upwards, are feeling for the next rung in the ladder.

* * *

April, of all months in the year, should see stocks free from all encumbrance in the shape of lifeless lines that drag along and retard good merchandising. In taking leave of the Winter season, the merchant should also see that he carries with him nothing that will prevent bright, clean, attractive appearance in store or stocks.

* * *

A business that is "out at the heels" is one that naturally suggests wear as well as negligence. The hole may take the form of poorly-dressed windows, unclean stocks, lack of system in collecting accounts or in carrying out methods necessary to success. The concern that exposes its "heel" is in danger of having it peeled by the toe of that vigorous competitor who is steadily catching up.

* * *

There are merchants who like to boast of the superior service of their establishments, but who by no means enjoy the unqualified loyalty of their staffs. A well-contented, enthusiastic sales force, though comparatively small in numbers, will make a better showing at the end of a year than will a larger force in which there is suppressed grumbling and who manifest a poor, half-hearted spirit in the discharge of their work.

Priestley's Dress Goods

Ready for Spring Sorting

SOME OF THE POPULAR LINES

PRIESTLEY'S
Hair Line Stripes



Fashionable for Suits and Coats. Many qualities and all desirable styles.



PRIESTLEY'S
Serges



Most desirable for Spring Suits. Priestley's values are unequalled.





PRIESTLEY'S
Shepherd's Checks

Every woman wants a Shepherd's Check Dress or Coat. Priestley's lines are satisfactory.

PRIESTLEY'S
Voiles

In Black and Colors. The ideal Spring Dress Material. Priestley's Voiles do not fade.



Cuts, as illustrated, for your retail advertising gladly furnished free.

SOLE AGENTS FOR PRIESTLEY'S DRESS GOODS

GREENSHIELDS Limited, Montreal

CANADIAN FUR TRADE NEWS

No Chance for Reduction

Temporary Slumps Due to Stocks Held Before Advance — Demand for Larger Garments is Affecting Prices.

A GOOD deal of dissatisfaction is expressed by many of the Montreal fur manufacturers over the generally widespread report that furs will be much cheaper next season than during that which has just passed. They state that such is the case with only a few varieties.

"As a matter of fact," remarked one manufacturer, "outside of muskrat the apparent slump in prices will not be noticeable for the very good reason that a good many manufacturers last year bought furs before the advance had taken place, consequently were able to sell at prices which would have been out of the question had they been obliged to pay the later price for raw skins.

"December showed a decided break in the market for skunk, because the demand for skunk had been growing, and trappers looking for unreasonably high prices had been holding on to their skins. In December many of these skins were placed on the market thus considerably lowering the price for a time. The supply of fresh skins was not forthcoming, however, and in a few weeks, skunk prices were just as high as ever.

"Another point to be considered is, that once prices are raised it is hard to get them back again, on furs as on anything else. People nowadays are too well off in this country to be satisfied with inferior skins, and the demand for good furs is more than equal to the supply. Besides, we are only small potatoes in the fur business compared to the business done abroad.. Europe is prosperous, and the furs that Europeans wear, we should put in a glass case to look at. We could not begin to handle the elaborate effects which they want, and for the manufacture of which fine skins from all over the world are always in demand."

With regard to muskrat, skins which a few months ago were selling at from eighty cents to one dollar each, may now be had for from thirty to fifty cents. Otter is reported as being from 10 to fifteen per cent. lower, except in the case of dark skins for which the demand is sufficiently strong to keep prices well up. Fisher is said to be getting cheaper, although the natural skins are in good demand. The same may be said of fox, with the exception of black fox, which is considerably higher.

Mink, like most of the finer furs, is selling well, especially the darker skins. Japanese mink is also selling well. The demand for opossum is good except for the Australian variety which is not quite so popular, and on which there has been a very slight reduction. Dyed pony is selling well, being much in demand for long coats. Electric seal and seal coney may be a little lower owing to the decline in the price of muskrat. Sables continue at the usual high level. In Persian lamb there has been a strong advance in prices, real good skins in Europe being worth about nine dollars apiece, or an advance of about 25 per cent. Russian sable has been selling moderately well, and so also have black, brown and sable coneys.



Coat of Russian Pony, with collar and straight band of foot of Russian Sable. Shown by B. Silver, Montreal.

The increase in the cost of all the finer furs is the result, to some extent at least, of the demand for larger garments—long coats instead of short jackets, long and wide neck pieces, some of them veritable capes in size, and huge muffs. A season or so ago two fox skins made a large neckpiece and fashionable muff. To-day there is a difference. One of the finest fox sets shown in the display of designs for next



Combination Furs are Correct this Season

This year we are showing Combination Furs in every variety, and our goods are marked by distinctive and attractive lines.

We are Specializing in the Following:--

Skunk and Persian Lamb, Caracul and Hudson Seal, Caracul and Sable, Electric Seal and Silk, Mink and Silk, Persian Lamb and Silk, Caracul and Silk.

The styles are designed with great care to secure novel and desirable effects.

The FORTY-ONE YEARS of REAL FUR EXPERIENCE secured by dealing with us assures the trade of something different from the ordinary.

MUSK OX BRAND FURS have distinctive features and are origional in design. By handling our line you secure quick sellers and satisfied customers.

Insist on "Musk Ox Brand Furs."

Boulter, Waugh & Co., Limited

Canada's Furriers. - Established 41 years.

MONTREAL **WINNIPEG**

season's wear, is made of four complete skins. The head and forepaws of one skin cross the tail and hind paws of another so that the head rests lightly at the back of the wearer's right shoulder, and the tail falls down the centre of the back. In the front there is a head and forepaws finishing the right side, and tail and paws on the other. The muff is one of the flat varieties finished with heads and paws on the one side, and with tails and paws on the other, the hand pocket inside being of quilted satin.

"It is a mistaken idea that furs generally are going to be cheaper," is the opinion of another of Montreal's leading manufacturers. "There is no doubt that the overflow of undesirable skins which had to be quoted below the formerly prevailing price has had much to do in starting the report, but poor skins are scarcely worth the trouble of manufacture, on any large scale. People don't want garments of poor fur. They want something that is going to look well and last well, in other words, good furs, and good furs are just about as high as ever so far as the skins themselves are considered. And there is the additional factor to be considered, that more skins are required in the manufacture of garments than formerly."

Long Coats for New Season

Majority Will be Cut on Straight Lines —Long-haired Furs Fashionable.

The long coat which has gained so strong a footing during the past season has proved too comfortable and useful a garment to be lightly discarded, and long fur coats form a strong feature of the coming season's trade. Thirty-two inch and forty-inch jackets will have a certain vogue, but there seems little doubt that the bulk of the trade will be done in fifty and fifty-two inch lengths.

Although these coats will be cut almost exclusively on straight lines so far as the body portion is concerned, they nevertheless show a tendency towards the more elaborate coat and wrap effects of our grandmothers' times, and whether made of one fur or two, almost all designs favor the trimming idea in one way or another.

A pony coat cut on mannish lines has a long shawl collar of skunk, and a straight eight-inch band of the same fur is applied around the foot. Another long coat made of a very fine quality of muskrat has a flounce effect of self fur with the stripes running around the flounce instead of up and down. The stripes are also used running around the cuffs and follow the lines of the shawl collar.

On very many of the coats the collar is cut square in the back, and finishes in long shawl effect in front, sometimes under a large head on the right side.

Neck-pieces are mostly large, the straight ones in wide crushed scarf effects, the shaped ones being almost as large as the old-time cape, but finished with long stole ends. They are cut in square, round and scalloped designs, And the muffs are large, monstrous even, to correspond. Nor are they confined to any single idea in form. They are round, square, barrel, bolster and heart shaped, and there are still numbers which open out flat, and have a little quilted satin pocket for the hands.

All the long-haired furs are going to be very fashionable, and are strongly featured in next season's showing—fox, lynx, skunk, opossum, raccoon and badger being about the order of popularity. And not only are these long-haired furs used in the separate neck-pieces and muffs, but they are being used as collars, cuffs and trimmings of garments of the shorter haired furs. In natural raccoon the muffs are as large as can be made in the flat, fancy and round effects alike.



Interior view, second floor for ready-to-wear millinery departments. Fairweather's, Limited, new store, Winnipeg.

A Blue Season.

The vogue of these long-haired furs has also had the effect of ushering in a blue season, in furs as in dress goods. We have blue coon, blue wolf and blue opossum, all likely to prove very popular, especially for young girls. They look well and are exceedingly becoming. Their one drawback is the instability in color; "warranted to fade—in three or four years,"—as one manufacturer expressed it. That fact, however, detracts nothing from their beauty while the color—and the fad—lasts.

The increased size in the separate pieces has undoubtedly had much to do with the increase in price. Long coats require an enormous amount of fur. But while long coats are fashionable, and people want them, they are going to have them, and they are willing to pay for them. While it is the fashion to wear the light, durable pony coats for skating and similar sports, people are going to have the pony coats. So also with the sets, but in the latter case a way out of the tremendous cost has been found, and next season will see many of these sets, combining the finest of furs with various adaptations of silk and velvet.

The advance in the price of Persian has had the effect of popularizing Persian paw for sets, and garments, for there is no getting over the difficulty of limit to material. The process of preparing, however, is slow, and only early orders are being filled or have any chance of being filled for the coming season's opening trade.

Another result of the increase in cost of the finer furs, and the reduction in view for muskrat has apparently brought new life to the fancy for furlined coats, and a good trade in these garments is expected by some of the manufacturers.

Business is directed to the basement section of The Stanley Mills & Co., Limited, Hamilton, by the use of "coupon slips." This is not an innovation, but the adoption of a principle used successfully in former years.

Coupons necessitate cash purchases and the advertiser's drawing card consists in the fact that special prices are only good when such coupons are presented. Salespeople are not allowed to quote the special price of the items on sale and any results noted are directly attributable to the advertisement.

Items are printed in numerical form, and as the advertiser suggests can be cut out and each particular coupon presented when the purchase is made. Sufficient difference in price quotations makes the value of the coupon evident to the intending customer. Good results are obtained. The coupon is an excellent index to the relative drawing power of the different items. This information is an available guide for future advertising.

What Would You Say to This Customer?

See page 16.

MONEY PRIZES FOR BEST ANSWERS.

FURS FOR ALL 1911

OUR NEW RANGE OF FUR

SAMPLES

IS NOW BEING SHOWN

TO THE TRADE

BY ALL MEANS LOOK AT THESE BEFORE YOU PLACE YOUR ORDER

OUR GOODS ARE RIGHT—YOU WILL DO WELL

TO BUY

FROM A RELIABLE HOUSE

WEAR

ROYALTY HATS

THE BEST IN THE LAND

Swift, Copland & Co.

LIMITED

MONTREAL

FASHIONABLE FURS SHOWN FOR THE NEXT FALL AND WINTER SEASON BY MONTREAL MANUFACTURERS



Coat of Persian Lamb, rimmed in Sable, fastened with large ornament of Soutache. Shown by Boulter, Waugh & Co., Limited, Montreal.



Stole and Muff of Black Fox — Shown by Swift-Copeland Co., Ltd., Montreal



Round Muff and Scarf Stole of Mink. Scarf lined in shirred silk and decorated with Soutache ornament and tassels. Shown by the Redmond Co , Limited, Montreal.

Empress BRAND FINE FURS



Being fortunate in disposing of last season's stock of Furs, we were able to take advantage for next season of a considerable drop in prices and this saving we offer the trade.

Distinctive Styles in Small Furs

Fur-lined and Fur Garments

Quality Unsurpassed

Anderson-Macbeth
Limited
76 Bay St., Toronto

Sole Agents
King Hats, Borsalino Hats and Lincoln, Bennett & Co.

STYLISH FURS SHOWN FOR THE FALL AND WINTER SEASON, 1911-12.



Persian Lamb Jacket — Shown by L. Gnaedinger, Son & Co., Montreal.



Hudson Seal Stole and Muff, showing effect of reversed furs — Shown by L. Gnaedinger, Son & Co., Montreal.

Small Outlay Necessary in Storing Customers' Furs

System and Charges of Cold Storage Plants — Many Furriers and Merchants Can Successfully Pack all Garments Entrusted to Their Care With Stocks Carried Through the Season — Advertising to Handle Such Business

AS a business proposition the storage of furs should appeal to the small retail furriers throughout the country and benefit materially the returns from the fur departments.

Fur sections will be storing their own furs carried over this season, during the next few months and these departments, with very little cost, can arrange to store such furs as their customers may wish and at a very moderate cost.

Such arrangements naturally necessitate extra work. Proper care must be taken of the different fur and fur-lined garments entrusted to the storage facilities of the different establishments. Merchants should grasp this opportunity to increase the prestige of their fur departments, obtain work for their repair rooms during otherwise slack months and retain the connections possibly made during past seasons or in the sale of some particular and expensive garments.

Merchants have many different schemes for storing their own furs and can adopt the same methods in storing customers' furs for the summer months. Safety vaults, storage rooms and racks can be utilized for this purpose.

Therefore, the proposition is one which the merchants throughout the country can confidently adopt or improve upon with a certain amount of success.

It is a feasible proposition. Room for such storage is generally to be found in most stores. It will help pay for the cost of carrying over stock, packing and other expenses. Extra room is made to pay a revenue also that would otherwise be lost. Crowding of repair work in the Fall, too, is avoided.

Precautions are necessary in assuming the responsibilities of storing other people's furs. Merchants must be in a position to assure customers of the safety and proper return of their garments. It is an easy matter to extend precautions taken for the safety of stock carried over to the articles left by customers for the Summer months.

Usual methods generally follow to the rule that garments and furs are better hanging. Careful cleaning and thorough beating are first necessary. After the furs are whipped out, paper moth bags or cotton sacks are used to pack furs and jackets. These packages are then hung up carefully in the storerooms. Most merchants generally take all furs down monthly, when they are again thoroughly whipped out. There is no danger of moths in such cases.

In the large cities some of the stores have cold storage plants for keeping furs and this, of course, is the ideal plan. The cold air passing around the different articles proves a natural environment and adds softness and lustre to the furs. Every protection is given in the air tight vaults against moths, and no injury is possible. Compared with the uses of chemical preparations, no discoloration or fading is apparent in the cold storage method.

Before a garment is ready for the vault it is carefully beaten, cleaned and combed out and any dust or moth eggs are removed in the process.

Machinery for maintaining the cold air is generally below or next the vaults and the chilled air is passed into the compartment by means of fans. The temperature of the air is maintained below freezing point throughout the entire season.

Inside the vaults proper is arranged series of racks and the garments are hung in such positions that the air is allowed to circulate around them. Necessarily such vaults are fireproof and burglarproof, although further precautions are taken with regard to insurance, alarms for fire and also for fire protection. Cleanliness is also assured and vaults are dust-proof. Fear of soiling is thereby removed. All delicate furs retain their natural gloss.

However, detailed descriptions are not entirely necessary except to show the merchants carrying furs that while such elaborate facilities cannot always be planned by them, the storage business of their localities can be obtained through the facilities used in storing their own stock. The risk of fire, burglary and loss can be carried by the merchant at a reasonable cost.

Merchants, who at present take advantage of such business, must necessarily have some system.

Advertising is Necessary.

Advertising which emphasizes the wisdom of storage should be used. Repairing and remodelling of furs and the desirability of immediate attention is a point in favor of the merchant. Up-to-date furriers can remodel garments or furs upon the following season's styles and the advantage of time is most appealing to customers, as it insures sufficient consideration. Such repairs can also be suggested by the furrier when the garments or furs are given into his charge.

General System and Charges.

Merchants can adopt their own charges based on the cost involved, but the usual charges of cold-storage are three and a half per cent. on garments valued at less than one hundred dollars, three per cent., on furs valued at up to one thousand dollars, and for higher valuations special rates are quoted.

The list of furs stored can be printed and given to the customers. Duplicates of these sheets are kept and numbered. The numbers are the only identification necessary in applying for the garments.

Customers agree to several conditions and merchants are protected in the event of deterioration or fading from natural causes and are only responsible for the amount of insurance received in case of damages.

Regarding the loss of receipt and to protect their interests merchants should claim the right of immediate notification to avoid losses from the possibility of other parties presenting receipts.

In case of withdrawal of the articles and delivery at a given address, the responsibility rests with the customer.

Descriptions as to quantity, condition, values and charges made for storage on all articles are minute. Dates, personal signatures and addresses are strictly

insisted upon as well as the agreement to all the conditions set down in the receipts. Repairs and any remarks are also noted. Goods are only returned upon presentation of receipts.

While it is not to be expected that such system is necessary to cover the storage in many stores, such contracts tend to increase the confidence of the customer for the Summer season. Merchants in many cases are deriving increased results from the opportunity of packing customers' furs along with their own stock.

Establish Customer's Confidence.

Improved methods are necessary, however, but most merchants are successful in returning the garments to their owners in better condition than if customers personally packed their own furs. No objectionable odors should be noticed and all articles need not be crushed or creased in any way when returned.

Customers can easily be educated to the fact that better results are gained when their furs are stored with some reliable furrier or merchant. It is also certain that when cold storage plants can afford to pay express charges both ways on furs valued at one hundred dollars or over that many furriers and fur department managers can well afford to cater for such business. Precautions, better arrangements and proper attention do not add materially to the costs of storing carried over stock, but are essentially necessary to establish confidence in the minds of the customers and to warrant them in trusting their furs and fur garments to such care.

The Acid Test or Guarantee.

Different tests of the store's liability and prestige are used by merchants in advertising announcements. One advertiser uses what he calls "acid tests" such as the following: "We guarantee the price of everything to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, week or month later you find the same thing lower elsewhere, make a claim upon us—it will be allowed at once." Note the breadth of the test, one of which is used periodically in the advertisements. This should remove all excuse for patronizing the mail order house.

Here is another acid test that inspires confidence! "Our firm guarantees every thread of merchandise offered to be exactly as represented by the salesperson or in the advertisement. It is the business of the advertiser to tell only the truth about the store and its contents. Satisfaction guaranteed or money immediately refunded."

The uses of striking cuts in the advertising, showing particular garments within the store and of illustrations and descriptive work depicting "swatches" of the fabrics featured in any department, are successfully demonstrated by some merchants. Unique advertising cuts such as the "opening of the book of fashion," printing and typographical work done, representing a lace curtain drape or interior of a house, are also successful.

Earned $39.50 in 3 days

The above statement indicates what a representative of the MacLean Publications earned in three days, from March 7th to March 10th.

He hustled, indeed he did! But it was worth his while.

We want men of this calibre to act as circulation representatives, to take the exclusive charge of all our business in their respective localities.

We want men and boys who are live, hustlers, straightforward, and of good character.

If you have the ability to deliver the goods, to get results, to make good on a prosposition like this, write us at once.

The MacLean Publishing Co., Ltd.

143-149 University Avenue, Toronto.

Fur Problems

Knowledge in the selection of skins, care in the manufacture of goods and honest values comprise the "BEAVER BRAND" of furs.



Good service is obtainable from most fur houses, but the absolute guarantee against any defect in either workmanship or material is of inestimable value. "BEAVER BRAND" Furs are guaranteed to you. The price at which we are offering our most exclusive furs is of interest to every fur buyer. Shrewd retailers are selling "BEAVER BRAND" for real fur satisfaction.

Be the Quality Fur Store in Your Section !

"BEAVER BRAND" furs carry with them a certain style, fit and finish all their own, which have earned for them a most enviable reputation, ensuring easy and early sales and continued prosperity to any FUR DEPARTMENT.

The Redmond Company, Ltd.

Montreal, Que. and **Winnipeg, Man.**

TWO STRIKING FUR MODELS SHOWN FOR FALL AND WINTER, 1911-12.



A neat design in Near Seal and Hudson Seal, with silk trimming, as shown by Anderson & Macbeth, Limited, Toronto



A dainty design of Isabella Fox as shown by Anderson & Macbeth, Limited, Toronto



New Store, Pryce Jones (Canada) Limited, Calgary, showing crowd unable to obtain entrance on opening day. Note the spacious display windows.

Calgary's New Store Opened.

In August last, the site of the Pryce-Jones store, Calgary, was merely a hole in the ground. Scarcely six months later, a large three-storey red brick building had been completed with every equipment demanded by modern merchandising. The store was opened Feb. 14th last. On the top floor is the Royal Welsh tearoom, done in pretty green shades, which are to be the general color scheme of the store. There are rustic arbors enlivened with foliage and realistic bunches of green grapes, soft green carpets, and china carrying out the same note, while even the mattresses wear frocks of pastel green.

On the same floor are the general offices, and central station for the pneumatic cash tube system. Here also is the housefurnishing department.

The second floor is occupied by the millinery, and women's and children's ready-to-wear department. A special display of beautiful Irish linens is also featured on this floor.

General dry goods lines, hosiery, dress accessories, dress goods and men's furnishings are located on the first floor, while groceries, china, glassware and cutlery are carried in the basement.

The present building is but one-half the size of the proposed store. Each is about 75 feet wide by 100 feet long. The display windows range along the front and one side, making a complete length of 160 feet. The windows are 6 feet deep.

Double-Decked Window.

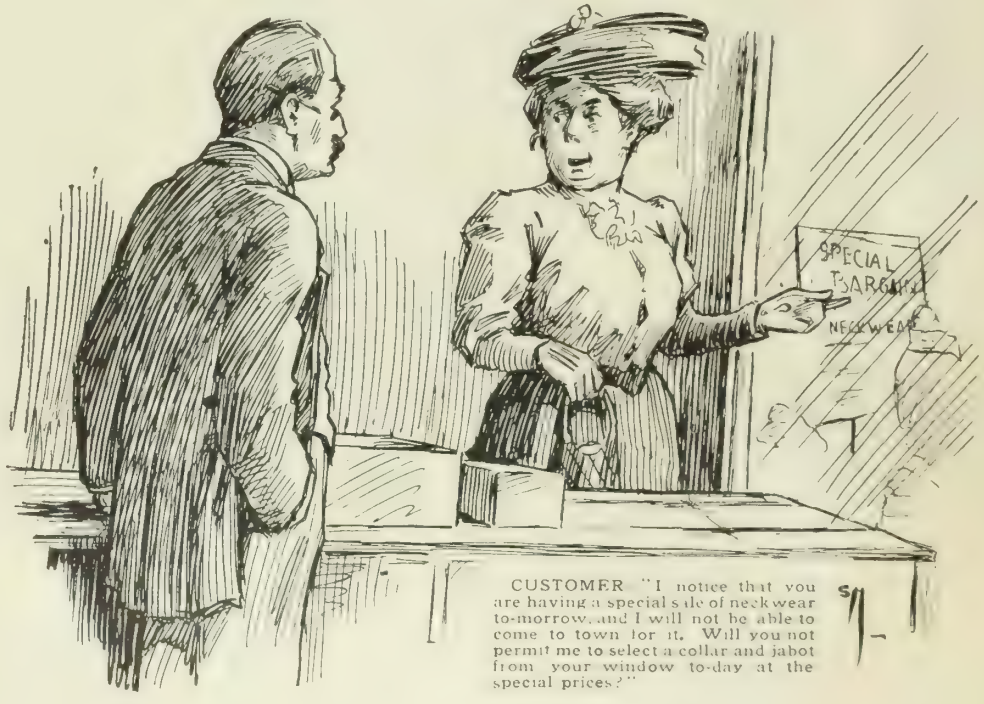
An idea in window display adaptable to the showing of small wares is utilized by a Chatham merchant, who, having only a small show window, desires to make the most of his space. He has rigged up a double-decked window, placing a shelf the full size of the window about two feet above the regular floor, which, in turn, is a foot or more above the sidewalk level. On the floor of the window large articles can be shown to pretty good advantage, while the merchant uses the shelf, prettily covered with silk, to display very small goods.

The advantage of the shelf lies in the fact that it brings the small goods immediately under the eye of anyone in the street. In an ordinary window these goods can be shown only at a distance of five feet or thereabout from the eye. The shelf brings them as close to the eye as they would be on a store counter. Dry goods stores which handle fancy goods lines could adapt the idea, while it might also prove serviceable in showing laces and small goods which can only be appreciated when seen at close range. The shelf can be removed at any time to enable the entire window to be used for a single display if desired. The idea is especially adaptable to small corner windows.

A New Dry Goods Store.

J. A. Anderson, formerly of Morganstown, Ont., is opening a new dry goods store in Campbellford. He is installing modern equipment, including 70 feet of special silent salesmen, three feet in height, and dispensing with counters. He is carrying general dry goods, boots and shoes. The store will have metal ceilings and walls, painted white.

Would You Allow This Customer Special Prices Before the Advertised Sale Date?



CUSTOMER "I notice that you are having a special sale of neckwear to-morrow, and I will not be able to come to town for it. Will you not permit me to select a collar and jabot from your window to-day at the special prices?"

Here is a knotty problem for the merchant who has a large number of country customers. They claim they are entitled to consideration because they cannot always be on hand to take advantage of special sales.

Some merchants have established days for these events, and all customers are given to understand that they must govern themselves accordingly. Others meet the request of such customers, and often make trouble for themselves.

For the best answer to the customer in a case of this kind, accompanied, if possible, by an account of actual occurrence, *The Review* will pay the following prizes:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

Peerless
REGISTERED

UNAPPROACHABLE IN FORM, FIT AND FINISH

Peerless
REGISTERED

UNDERWEAR

is one of the strongest lines you can carry in your underwear section.

It makes and keeps friends among your customers and reflects upon your other goods its sterling qualities.

Peerless is a trade maker.

We are showing Fall and Winter Weights for 1911-12 season. Be sure to see the samples before placing your orders.

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Building, Wellington St. West, Toronto.

BRITISH COLUMBIA—GEO. A. CAMPBELL & CO., Mercantile Block, Vancouver, B.C.

QUEBEC—ERNEST HAMEL, 115 St. Joseph Street, Quebec, Que.

MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Roy Building, Halifax, N.S.

MANITOBA AND THE NORTH-WEST—WESTERN FABRIC CO., 63 Albert St., Winnipeg, Man.

PEERLESS UNDERWEAR CO.
HAMILTON, CANADA

Peerless
REGISTERED

New Express Regulations

Dimension as Well as Weight Will be Considered —Shippers Say Tariffs Will Have to be Considerably Lower.

By revising their regulations governing the shipment of goods so that dimensions as well as weight will be the determining factor in fixing charges, the express companies have apparently aimed to keep dry goods and millinery shippers within bounds as to size of packages.

The new regulations come into effect in time to catch the bulk of the advance business for the new millinery season. Special men were detailed to see that consignments conformed with measurements, and much laborious detail was added to the work of shipping staffs.

Among the millinery and dry goods houses, objection seems to centre in that portion which comes under the heading of light and bulky goods. One stipulation is that goods packed in corrugated paper shipping cases, uncrated must conform to certain weights and measurements in order to entitle them to merchandise rate. Although the weights of these packages may be combined, the actual weight must be greater or the minimums will apply to each. When two or more cases of uniform size are tied together they may go as one, but the maximum measurement is 100 inches. When such parcels are crated they will go at merchandise rate, but crates exceeding 120 inches will be refused.

When goods are packed in ordinary straw board or paper boxes, several packages may be tied together, but measurement must not exceed 70 inches. When packages exceed this measurement, they must be enclosed in corrugated cases or crated, measuring no more than 120 inches. An exception to this clause is made in the case of single paper boxes containing cloaks, suits or cloth.

When packages are tied together as described and uncrated must conform with certain minimum weights. When not fastened together such packages will be charged as separate shipment. It will thus be seen that there must necessarily be considerable increase in the charges for goods that are returned from time to time, to wholesale houses, and on rush orders which cannot always be combined with others to get the advantages of the merchandise rate.

This is the great objection which shippers have to the new regulations, and naturally the announcement as to the new tariff, expected about the end of the present month, is somewhat anxiously awaited. A very considerable reduction in the rates is regarded as necessary in order to offset the effect of the new system.

"They seem to be trying to find out what we will stand for," said a millinery wholesaler, "and only a very substantial reduction in the rates will place things upon equable basis."

Following are the sections from the new regulations which concern the dry goods and millinery houses in particular:

Light and bulky goods: (a) Corrugated paper shipping cases containing articles not classified at higher than Mdse. rate (not including glass or other fragile articles):

When not crated will be charged for at merchandise rate upon the actual weight, but not less than at the following minimum weights, based upon exterior measurements, by which is meant the length, width and height added together:

Over 70 to 75 inches, exterior measurement, 30 lbs.
Over 75 to 80 inches, exterior measurement, 35 lbs.
Over 80 to 90 inches, exterior measurement, 45 lbs.
Over 90 to 100 inches, exterior measurement, 60 lbs.
Over 100 inches, not taken.

As provided in conditions of carriage, No. 11, the weights of such packages may be combined, but unless the actual weight is greater, the above minimums will apply to each package.

Two or more such cases of uniform size, securely tied together, may be accepted and charged for as one, provided the exterior measurement of the combined package does not exceed 100 inches.

When crated, will be charged for at merchandise rate upon the actual weight, but crates exceeding 120 inches, exterior measurement, will be refused.

(b) Ordinary Straw Board or Paper Boxes. Several strawboard or paper boxes containing merchandise specified in paragraph (a), when wrapped or securely fastened together, will be accepted without crating, if exterior measurement is less than 70 inches, and if greater, then such shipment must be enclosed in corrugated cases, or crated, but no crate over 120 inches will be received.

The above does not apply to single paper boxes containing cloaks, suits or cloth, which, when wrapped in paper, will be accepted without limit as to size.

(c) Packages covered by section (a) and (b) of this rule shipped by one consignor to one consignee, the combined exterior measurement of which is less than 70 inches, shall be securely tied or fastened together, and when not crated will be charged for at merchandise rate upon the actual weight, but at no less than the following minimum weights, based upon measurement:

Over 50 inches to 55 inches, 15 lbs.
Over 55 inches to 60 inches, 18 lbs
Over 60 inches to 65 inches, 20 lbs.
Over 65 inches to 70 inches, 25 lbs.

and if such packages are not so tied or fastened together each will be charged as a separate shipment.



E. T. STEACY, OF STEACY & STEACY, KINGSTON

Elected First Vice-president of the Ontario Section, Retail Merchants' Association, at their recent Convention in Guelph.

DRESS ACCESSORIES AND NECKWEAR

Color Touches in Neckwear

"Helen Pink" the Latest Touch for Trimming Purposes — Much Black and White — Sailors and Fichus Very Strong — Soft Novelty Stocks

OWING to the recent debut of Miss Helen Taft at the White House, a new shade of pink has leaped into popularity. Miss Taft wears and has so made fashionable a certain rather peculiar tint, different from the ordinary rose pinks or salmon. On the color card it would be nearer to the Henner shades than to either of the above.

A touch of this shade is now much admired when used with discrimination on the new neckwear. Pipings of stock collars and small wing or triangular trimmings on jabots will be in Helen pink.

An enterprising merchant who has favored numbers made or copied for him in his own workrooms will not find it difficult to obtain material of this shade. It has already been seen in silks and organdies, and quite lately in wash goods, such as muslin and Chambray. Leading neckwear houses will be found ready to supply collars and jabots with touches of this color.

A Magpie Sailor Collar.

The Dutch collar of lingerie in sailor shape is doing a record business. Every variety is to be had. There are collars of lace and embroidery mixed effect, of lace, insertion and sheerest lawn or mull, and plain embroiderie Anglais or solid tint, with, perhaps, a narrow Guipure edge. Some collars have a hemstitched hem about 1 inch deep. This gives a very girlish and "ingenue" effect.

Particularly pretty was a collar of the square type, with black and white embroidery and button-holed edge. This was of Swiss manufacture and very difficult to distinguish from hand work, while retailing most reasonably.

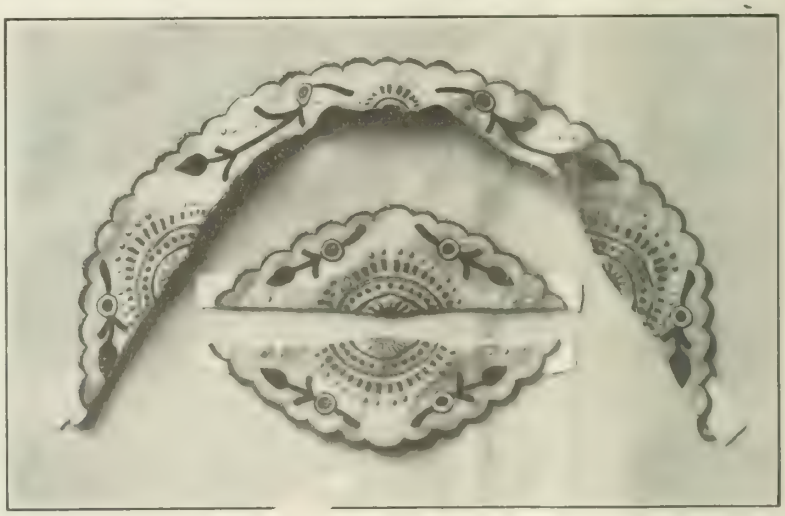
Fichu collars of folded mull on plain foundation, with jabot tie ends are one of the leading style features of the season. While the sailor collar has taken the fashionable world by storm and should be salable in any form from large coat collar of lace to the smallest Dutch sailor, fichus are if anything a newer and even more exclusive line. For wear with summer dresses they will be sold in all great centres as a separate article. In the most conservative places, a merchant should be safe in stocking the more practical small ones which really are an elaboration of the flat collar. These are calculated to appeal as eminently suitable for street or morning wear, whereas the large fichus in shoulder effect are chiefly designed for afternoon or special occasions, and will so be worn by the well-dressed woman.

Generally speaking, the flat collar appears to be universal, as also are the collarless dress and the dress with the small yoke and collar of lace. These two styles practically eclipse all others. A considerable increase in demand for the collar-and-yoke type of neckwear has been felt, as a consequence. New styles are very well received in this line.

Best Sellers for 1911.

It is generally agreed upon that the jabot stands in the front rank of the best sellers. Plain tab effects and medium deep pleats are decidedly the most practical for washing purposes, but every sort of jabot is represented.

Among the stiff collars, the low front tennis collar (Trouville), offering perfect coolness and freedom with a neat tailored effect, has made immense strides in the last few weeks.



Coat set of pique, ecorated with Bulgarian hand embroidery.

All flat collars as enumerated above, Dutch, fichu and sailor are winners.

Small bows, flat and in knot effects of velvet with contrasting pipings, or of satin are much wanted. Touches of emerald green are frequently seen in these, in combination with the favorite black and white stripe or check.

Coral, navy, shepherd's checks, American beauty rose and coronation red are excellent color touches.

The Tailored Stock.

Practically all stock collars are so neat and plain as to be called tailored this year. But in the strict

The Marquisette Waist



No. 1029.—Price, $30.00 per doz.

¶ A new fabric, in new shades and new designs, gives this season a novelty of the most pronounced kind. Marquisette is a square weave almost as sheer as net and trimmed in a range of soft pastel shades—soft green, delf blue, coral, pumpkin, and black. The waists shown are an arrangement of Marquisette and linen cluny lace. The contrasting shades of the soft colors are separated by insertion and the folds are trimmed with crochet buttons in self color. The sleeves are the new butterfly model, thus the whole effect is a pleasing one. These are two from a complete line of Marquisettes which our salesmen will show you. As it is one of the season's sensations, it would be well to place your order early and make sure of prompt delivery.

See Salesmen

Service

Specially regarding our output of fine waists, we have now an organization and equipment as nearly complete as is reasonably possible. One large factory, occupying a complete floor of the building, with separate management, designers and expert operators, devotes its entire energy to the production of the latest and most approved novelties for the fine waist business. A noticeable feature is that with our connection for the buying of raw materials abroad, and the low rate of duty to Canada, we can produce novelties at a great price advantage as compared with the cost of the same waists made at American and foreign centres.

LADIES WEAR, LIMITED Makers TORONTO



No. 1037.—Price, $33.00 per doz.

Ladies' Wear, Limited
Toronto

F. P. EVANS, President

W. F. GOFORTH, Vice-President

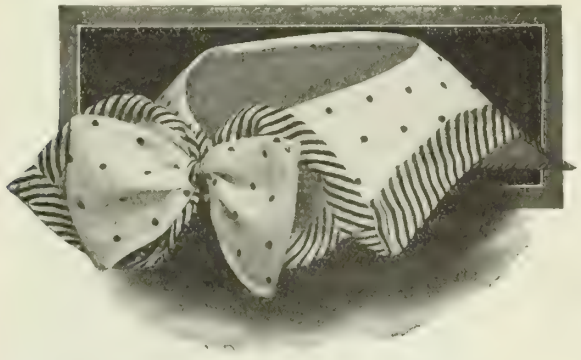
sense of the word, the number which stands out prominently is the soft stock or cravat of the "Yale" or "Harvard" type. This is a stand-up-turn-down collar, quite unstiffened, with buttons holding the corners in place and a washable tie, in shape long and narrow like a man's.

Laces and Embroideries

Flouncings, Bands and All-overs on Sheer Fabrics — Venise, Cluny, Chantilly and Washable Nets and Laces Popular — Colored Embroideries

Already an excellent trade is being done over the counter by those merchants who are wise enough to realize the need in a lingerie season of putting the goods before the public early.

Interest centres round the embroideries, all-overs, flounces and bandings for white dresses. Much preference is and will be shown to varieties having a



The New Quaker Collar in Black and White Effect — Shown by Ladies' Wear, Limited, Toronto.

ground fabric that permits of graceful draping in accordance with the over-dress and tunic ideas now so popular.

Very sheer lawns and mulls are seen in the best of the made-up lingerie dresses of embroidery. A very effective cheaper line consists of mercerized embroidery on a medium grade mull. In all lines 45 inch flounces should have a good run, being specially suited for the raised waistline skirt.

Wholesale houses carrying lines of white embroideries usually place in full view handsome cuts of the dresses which can be made from these materials and from the semi-made robes. This contains a hint for the retailer. A few of these cuts give customers ideas for the practical use of the goods they are buying and thus facilitate sales. In addition to this, materials may be draped on the forms, either in the window or at the counter, so as to suggest the use of the bandings, all-overs and flounces.

Cotton marquisette promises to be much favored as a material for use with the new lingerie trimmings. Another novelty which the season has brought out is the colored or black embroidery on white ground. Helen pink, pale blue, yellow and black were noted.

Peasant blouses attached to the skirt in semi-princess style seem to be the universal mode for the lingerie dress. Raised waistlines are almost the rule. Skirts consist of a plain tunic or a split over-drapery reaching to the knee or a little lower, and a deep banding or flouncing to complete the length. In the split draperies there is, of course, the drop skirt and tunic, the former being usually plain except for its deep band or flouncing, and the latter of an all-over embroidery. Smaller bands constitute belt and cuffs, or are used on the waist as trimming.

Galoons and all sorts of separate motifs continue in demand as before. Many are used in the veiled blouses.

Little New in Glove Styles.

"There is little new in gloves. There hasn't been much new for in the last ten years, and I do not know that it isn't a good thing that such is the case." The manufacturer's representative went on to give his opinion as to any slight variety in demand, as evidenced by orders already placed for the summer and autumn trade.

White gloves are just as fashionable as ever, he stated. Enormous quantities of long white kid gloves have been sold, and the merchant who wants them now and has no orders placed, is going to find a difficulty in getting them.

But a feature that is bringing joy to the manufacturer to-day is the demand which is looming in sight for tans and blacks, in long gloves, a sure sign that they are going to be worn on the street.

In summer fabric gloves, silk will lead away ahead in favor, lisle taking a secondary place for smart wear. And here again, in long gloves the call has been for white, manufacturers having practically sold everything in long white silk gloves. It is still a question whether or not, white silk gloves will not go up in price before the season ends.

So far there has been little trade done in short colored fabric gloves designed to match summer gowns and wash suits.

"Every year," he said, "finds the light season in gloves becoming earlier. Not so very long ago we found the month of April quite soon enough to show summerweight gloves. This year we had them out on the fifteenth of February, and people grumbled. We find heavy gloves less and less in demand each succeeding year. With the large muffs which are now the style, heavy gloves are no longer a necessity.

"An unlooked for feature of our trade this season has been the large orders received from British Columbia for suede gloves. Suede gloves are very fashionable in Paris, and English people always want them, but they have never been in excessive demand here. They are asking for them in the same shades which Paris and London are wearing, pale biscuits, greys and tans."

The Popular Laces.

Chantilly lace is having a splendid sale for use on the Spring and Summer millinery and for general trimming purposes. Its use is confined chiefly to dress accessories as it is rather a light-weight lace for any other purpose, but the all-over Chantilly nets will be much favored, with an edging to match, for use on the new blouses, which are so frequently made with a yoke. The fact that Chantilly is one of the prettiest laces in black is in its favor this season. A very charming black and white foulard dress had deep pleatings of Chantilly at collar and cuffs.

Filet laces and nets are very much wanted, especially in the washing varieties. The vogue of the filet mesh in all its forms is now a settled fact.

Point Venise and the whole family of flat laces appear constantly in the form of Dutch, sailor and coat collars and cuffs, in bandings and all-overs.

These laces have the virtue of appearing far better over a contrasting shade than do the net laces.

Irish laces are leaders in all forms, jabots and collars with touches of Irish crochet being particularly good. In a season when scarcely a dress but has yoke and undersleeves, the Irish all-overs are in fine demand.

If the other laces, Valenciennes and Torchon are always wanted, this season chiefly for underwear. Guipure appears as a favorite edging on flat collars of very fine linen or linen lawn, plain or embroidered. Many times this tiny Guipure edge is seen on an undersleeve or yoke of quite different lace, or often as a finish at the straw brim of a lace-covered hat. Large butterflies of lace will be so edged, and so will handkerchiefs, and other accessories too numerous to mention.

Cluny stands well up in the catalogue of desirable laces, being especially wanted for blouse trimmings.

Dress Trimmings

Wide Braids Appear on Spring and Summer Suits — Rat-tail and Soutache — Coral Featured as Trimming in Pipings, Beads, etc.

The prevailing style idea for suits as seen on the street and in shop windows to-day is the wide braid trimming. Patterns are specially designed to suit this accessory, and where the wide braid is not used, bias bands are submitted. These pass round the outer edge of the new short coats or are used as a banding on the narrow skirt.

Smaller braids are sharing the popularity Soutache and rat-tail are much used on dresses and suits, and as leading publications appealing to women constantly publish designs for their use, they are widely advertised and bound to remain in favor though by no means new.

In the putting on the above and in the general finish of the suits and dresses great favor is being shown to hand-sewing, so that French knots and small beaded motifs, worked on the dress itself after the pattern has been stamped, are in considerable demand. Rubber beads are specially good for this purpose owing to their variety of rich colors and dull finish.

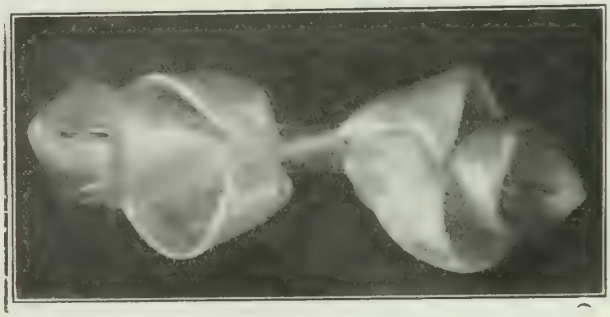
Porcelain beads will be seen as an additional touch of "chic" on the wide laces and bandings for Summer evening dresses. Coral beads are added in many cases, giving an extremely up-to-date trimming, but suited only for dressy wear. The above are much used on hats, for the large, wired loops now much affected, and for bandeaux. Similarly they are wired and mounted with a rosette, and will be used as hair bandeaux for parties where a summer dress is worn.

All sorts of coral beads are now obtainable both at the millinery houses and at the smallwares and fancy goods wholesales. Enterprising milliners and dry goods merchants will show sets of hat and hair bandeaux with the dress trimmings.

As stated above, Helen pink will be a leading color and merchants should stock it both in fabrics for dresses and in trimming fabrics and trimmings.

Masters of Novelty Neckwear Making





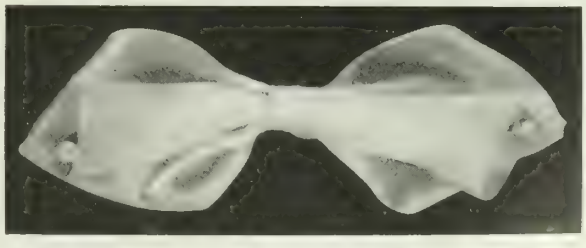
The past season proved our ability to produce neckwear that was not only novel, but had in it the little something that attracts the public and creates a demand.

We illustrate several of this season novelties: the Calla Lily Bow, No. 415, $4.50 dozen, of gold tissue and silk, the pistils tipped with gold oats.

The Lily Jabot, No. 413, $4.50 dozen, is similar in materials, but is arranged in jabot style with pendant lilies.

The Easter Lily, No. 392, $2.25 dozen, is a simple cross bow with the pure beauty of the Easter lily, and is proving a wonderful attraction for the Easter trade.

Our travelers will show you exquisite lines of neckwear, ruchings and frillings that make a huge Easter trade a certainty for you.



Forth, Potter Co. Ltd.

16 Sheppard Street
TORONTO

MONTREAL **Hodges Lettau** **232 McGill St.**

Neckwear, Veilings, Laces, Parasols in New York Market

Fichus, Large Sailor and Shawl Collars — Bead and Braid Novelties and Bulgarian Embroideries — Chenille Dotted Effects in Veilings — Venise, Flanders, Cluny Laces Selling — Demand for Allovers and Nets — New Parasols

(Staff Correspondence)

Office of The Dry Goods Review,
Broadway,
New York, March 14.

NECKWEAR depends greatly upon the elements of novelty and attractiveness for its selling qualities, and certainly there is enough of novelty in both materials and trimmings to satisfy the most exacting buyer.

Manufacturers have been quick to grasp the possibilities of the new marquisettes and voiles for neckwear purposes, and are using quantities of both the plain and the fancy weaves for the making of the fichus, large sailor and shawl collars that form the leading items in early summer neckwear.

Besides marquisette and voile, Brussels net, fancy net, point d'esprit, as well as dotted and fancy Swisses, are used for this class of neckwear, and the trimmings consist of Valenciennes, Mechlin or Lierre laces in the form of ruffles or pleatings.

Quite large fichus are put on crossover fashion and are big enough to form almost a wrap. Much more popular are the numbers that are daintily draped in soft folds and pinned on the bust with a brooch.

A pleasing novelty seen was a large sailor collar of voile striped and edged with Valenciennes lace. The collar was cut square across the front, and attached was a draped plastron edged with lace and gathered into a little chon at the waist.

* * *

Lace and Lingerie Collars.

Large collars are a very prominent feature in neckwear lines, and are shown both in lace and in lingerie effects. Collars of voile, lawn or handkerchief linen, are trimmed with Cluny, Irish crochet or Venise laces.

Dutch collars form a welcome variation from the numerous sailor shapes, and many of them have the neck trimmed so as to lie flat on the collarless bodice. Jabots attached are a feature of these collars.

The latest idea in sailors are those of pique or linen embroidered in color with naval emblems, while others have the new Bulgarian embroidery in the bright Oriental colors.

* * *

Beads and Bulgarian Embroideries.

Wide beaded bands, worked in line effect, upon transparent fabrics, such as net, chiffon, marquisette, gauze, are the leading effects in trimmings. Beaded allovers, motifs and flounces are also taken. Tunics, gowns and blouses beaded right onto the fabrics are big sellers. The mingling of black and white is the feature of these trimmings, and white porcelain beads upon black and the mixing of white porcelain beads with jet on color is extremely fashionable. This effect in beads is often combined with the new Bulgarian embroideries now so much used. Porcelain beads are extensively used on cotton marquisettes and voiles, as well as on chiffon waists and tunics.

Beaded trimmings and gowns for evening wear or for reception or dinner wear, are worked most elaborately with gold, silver, strass and pearl, mixed with jet and coral.

The novelty in band trimmings are the Bulgarian embroideries in dull orange, coral and old blue outlined with black. These embroideries are very similar in coloring and design to the arts and crafts patterns that have been so good in art needlework during the past year. These embroideries are worked on filet or Brussels net.

There is a growing importance attached to braid trimmings. Wide braids form the trimmings of the more dressy tailored suits and are now being taken up by the makers of misses' and children's wear. These wide lightweight braids are of wood-silk and are often 6 in. wide. They appear in black, white and combinations of black and white, and while strong now, a greater vogue is expected during the coming Fall.

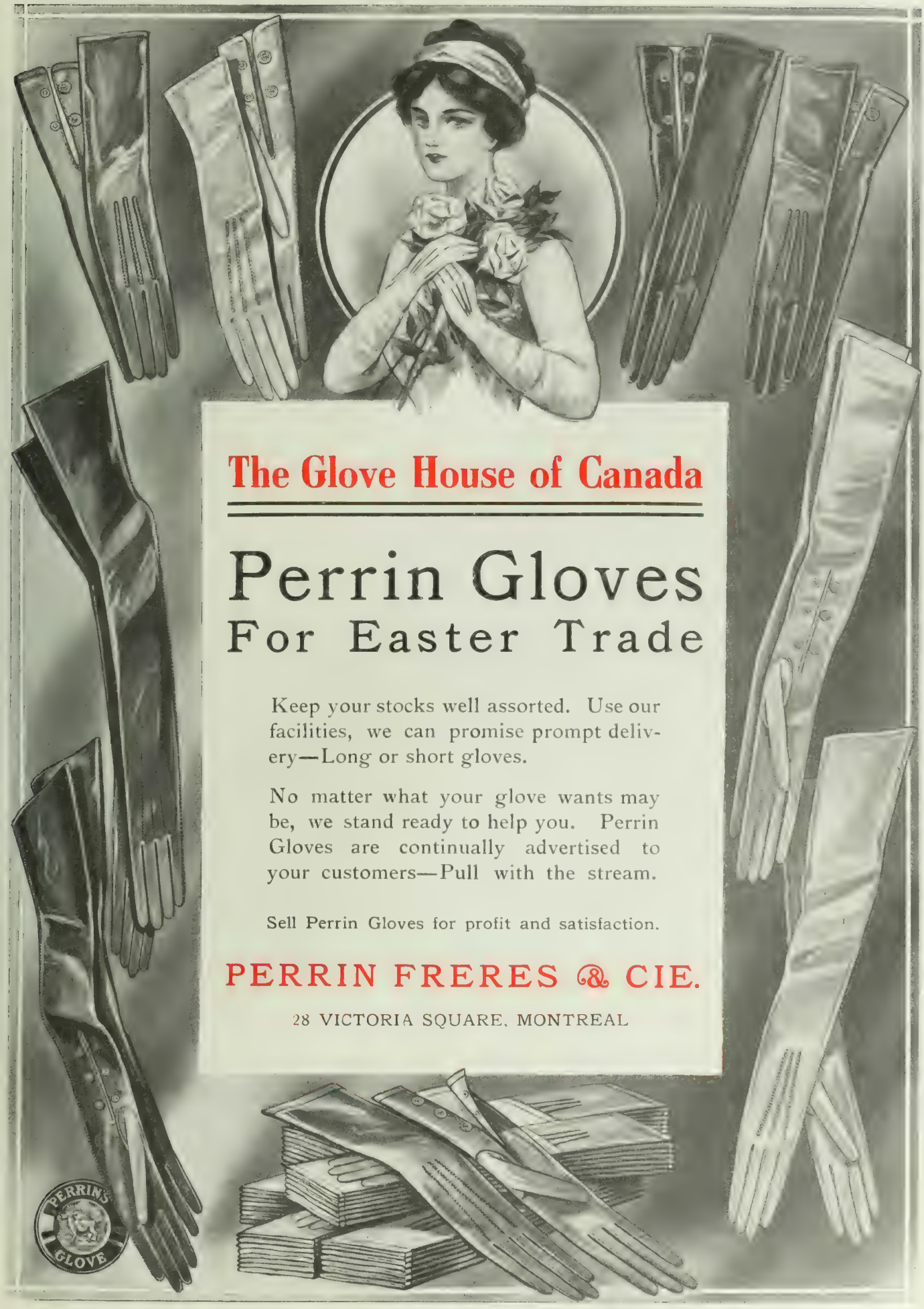


Revolutionary fashions bring the graceful fichu to the fore: the one illustrated is of hand embroidery, with ruffle and edge of Point Milan.

* * *

Novelty in Buttons.

The new buttons are not conspicuous, and instead of the carved and jeweled metal buttons that have been so fashionable, ivory, horn or galalith buttons of the same shade as the cloth are the ones used. Fancy shapes in buttons are good, as are ball, oval, acorn and flat buttons. Novelty lines in these buttons come in black and white checked and striped effects. The waist and dress manufacturers continue to use quantities of crochet and passamenterie buttons.


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Chenille Dotted Veilings.

Black and white combinations are strong in veilings and as they are always becoming, they are sure to find favor as the season advances. Chenille dotted effects are coming back into vogue, and are most effective, combined as they are with novelty ideas in meshes and designs, chiefly of the filet and cobweb type. The featuring of chenille dots is bringing the old diamond-dotted meshes back again. Though chenilles are showing, many woven dot patterns are also in evidence.

For city wear lace veils are excellent sellers with the New York trade, and the new veils are very much longer than those that have been worn recently.

Filet and craquelle, as well as the finer nets, are used, and the new designs are worked out in heavy line patterns.

* * *

Bulgarian Hand Embroideries.

This is to be a big embroidery season, both in the more staple Swiss goods and in the many colored novelty effects, embroidered directly on the cloth. This class of embroideries promises to be very strong in lingerie lines. The new Bulgarian embroideries, done in the rich colors that are coming into vogue on marquisettes, voiles and linens, promise to have a big run.

Beads are used to touch up these hand-embroideries, and their application later to chiffons and silks is practically assured. The colors used are porcelain blue, Helen pink, old blue, coral, cerise, dull orange and black. Blue, pink, coral and cerise are used alone, but as a rule the black outline is retained.

All white embroideries are also used, but the novelty of the colored effects makes for popularity. There is a strong vogue for black and white, and a kind of cord embroidery that gives the effect of jet, and chalk white beads are very popular.

In batistes and Swiss embroideries the demand is for wide flouncings. This is because of the vogue of Empire styles, as 45 in. flouncings are deep enough to give the high waisted effect. The 27 in. flounce is used for tunics that reach a little below the knee.

The new lingerie gowns are often wholly of embroidery, the butterfly waist being entirely of all-over embroidery. For convenience and economy in cutting, buyers are now taking 45 in. allovers instead of the 27 in. width. Wide bands and galoons are being taken in quantity this Spring.

* * *

Big Lace Season in Progress.

Laces are rapidly gaining the position they had a few years back when practically every gown was lace trimmed. Venise is the best seller, and is particularly strong in the flat patterns. Where the price of this class of lace is too high the Venise and crochet mixed effects are bought, and this class of lace is being sold in big quantities to the trade that takes medium-priced goods. Wide bands of filet lace are coming into fashion and in the lighter laces silk-run Maline and Flanders lace are seen. This lace is somewhat on the order of Valenciennes. Cluny laces are also selling in wide bands, but it is in the narrower widths that the very big Cluny business is now being done.

All kinds of allovers and nets are selling. Up to date the call has been for ecru, but now that Spring and Summer orders are being taken, white predominates. Exception may be made in the case of Cluny and filet antique, which come in the natural cream shade.

At present all gowns and waists have the yoke and sleeve finish of lace or net, as well as more or less lace used in the form of band trimmings. This calls for the use of a deal of lace, and if the vogue of lace frills as a sleeve finish comes in as expected, there will be a very material augmentation of the present output, as it will bring narrow flouncings into high favor.

* * *

Parasol Novelties.

Black, white and a bright color is a favored combination in parasol novelties. The black and white is most often seen as the border and generally in Pekin stripes—black satin on a taffeta ground.

Empire green, cerise and Royal blue are the leading colors seen in combination with black and white stripe.

The color is used for the covering, the border being of the stripe. There is not an unbroken line between border and cover, but the cover is cut into fanciful tabs, which are stitched down to the border. The new cord embroidery that simulates closely the line patterns carried out in jet and chalk beads, is much used as a trimming for parasols. The most attractive are the white taffeta parasols, embroidered with black and white cord.

Black velvet ribbons are also used for forming the border, and is very attractive when joined to the cover by a row of hemstitching. Narrow velvet ribbons are also used to join contrasting materials when the cover is made of two colors or two fabrics. Black velvet discs form a most effective trimming for white taffeta parasols.

The high novelty in parasol trimmings is the fringe of ostrich. This can be had either matching the parasol or in contrast. One of the handsomest parasols seen in a Fifth Avenue store was of white taffeta, bordered with discs of black velvet and fringed with black and white ostrich.

Square parasols are another high novelty. Handsome models come in black satin, and are lined with shirred messaline in Empire green, cerise, deep purple and Royal blue.

Handles generally are smaller, mushroom tops are strong, and there are many handsome bead novelties shown.

Something new in coachings is the shirring of the centre of each gore into a band or cord.

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A particularly fine line of trimmings will shortly be put on the market for next Fall's selling. This includes a revival of the Persian effects in somewhat different colorings. Great variety in beadings, especially of the very rich and heavy order, both bands and all-overs. Chalk beads will be featured as a newer line than the universal porcelain, and beaded and dew-spotted laces will be seen.

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Millinery Commissioners, Limited

23 Scott Street, - - - - - TORONTO

FANCY GOODS NOTIONS and TOYS

Coronation Novelties

Many Lines Shown at the Present Time Souvenir Articles Include Pendants, Buckles, Tie-Pins and Bags

GREAT activity has been shown in the introduction of coronation souvenir articles in fancy lines. A popular selling line in cushion covers will be the coronation top, with coat of arms and legend. These designs show great variety, from the showy, rather large sort to the simple monogram, "G. R."

The coronation idea is also carried out in a great variety of pendants, plaques and lockets. The latter have portraits of the King and Queen, and many of them come with a slender neck chain. Medals have the reverse side with coat of arms and motto, and the obverse with profiles of the King and Queen.

These articles can be obtained at a variety of prices, according to their quality, most of them being designed for popular selling. More expensive numbers include belt pins of silver or silver gold-washed, with the monogram "G. R." on the crest or coat of arms. Many national crests are also shown, including the Canadian coat of arms in metal and enamel finishes.

Tie pins for men have the initials "G. R.," with surrounding crown. Some enameled varieties are also seen.

The coronation bag has already been spoken of in these columns. It is now selling rapidly over the country in large stores. It is a seasonable novelty for this time of year, consisting of a flat, unlined bag of undressed finish leather in square shape, about six or seven inches each way, and also in larger sizes. It is supported by a cord and tassel attached to the metal stick with ball ends, on which it is mounted.

Hair Goods and Accessories

The Vogue of the New, Flatter Coiffure — Bandeaux for Summer Wear — A Few of the Combs Described

Without doubt, fashion has now veered to the more modified coiffure. The hair is frequently parted and waved, to be drawn down at the sides of the face, partially concealing the ears, and knotted at the back in a style not unlike the Psyche knot. Again, the hair will be parted, but drawn up at the back and sides, with a loose cluster of curls or puffs on top of the head, well toward the back. Still another and more extreme method is that which shows the hair done in flat bands, with bang on the forehead, and sometimes with ringlets depending from it, with the bandeau at the back.

Does this mean the passing of the pad and of extra hair goods? the merchant will ask. Not necessarily. The second variety of coiffure, one popularized by Miss Billie Burke, and firmly rooted in the favor of American women generally, demands not only a divided pad, or a small, round pad, but it also requires extra curls, puffs or ringlets in the case of the woman who has no great supply of hair of her own.

The first style of coiffure would also call for the divided pad in some cases, and even for an artificial Psyche knot. On the other hand, the last named would dispense with all padding, but would require the bang, and perhaps several bandeaux of hair as well as the tiny ringlets. This last coiffure, it may be added, is little likely to become a general favorite in Canada.

On the other hand, the flatness of the new headdressing will undoubtedly presage the return to favor of the ornamental combs, of late rather neglected. Barrettes should be as popular as ever, with an increased demand for the high style features in back combs especially, including the jig-sawed, the rhinestone set and the metallic mounted numbers.

In the last named several beautiful styles have recently appeared. The wide gold band is prettily chased and engraved, and both shell and white goods are used for the comb, the latter being a high novelty which should appeal to the lady of blonde tresses.

The Madame Sherry Bandeau.

A new bandeau which will commend itself to popular trade is named as above. It consists of a wide band, not unlike fancy belting, of embossed silk, with brocaded pattern. It has a rosette of self with facy metallic or jeweled mount; under which it fastens over the left ear by means of an ordinary hook and eye. All dainty Summer shades are represented.

Leading Designs in Belts

Black and White Combinations Prove a Great Success — Usual Demand for Elastics — Wash Belts Better Than at Same Time in Preceding Years

Striped black and white fabric belts (silk and satin) are selling splendidly wherever shown. They are one of the Spring lines booked for marked success. A similar article is the belt of leather in black and white stripes, stitched together in tailored finish, with buckle, leather-covered, to match. An alternative buckle which is very popular now is of black and white bars of mother o' pearl.

Generally speaking, suedes and undressed leathers are preferred for the coming season. Dark shades prevail at present, though the lighter tans will assuredly leap into prominence in April selling.

Elastics are in good demand, and a great many novelties are shown. Embossed elastics and elastic and leather combinations, both plain and steel-studded, have been highly thought of. Black and white elastics in stripes, checks and fancy designs, are another variety considered an unfailing seller.

Lingerie belts are unusually strong for this time of year, black and white embroideries being a prominent style feature. Very handsome colored numbers are also shown. In all of these the fine, small patterns worked in very solid and durable fashion are most "to the good."

Jewelry is Selling Well

Coral in all Forms is Very Popular — Pearls Unusually Good — Hatpins of Rhinestones Mounted over Black Velvet

Coral is now being shown in every variety of necklet, beads of all sizes being offered for sale, and the natural coral, which is very reasonable in price even in choice varieties, being also very popular. Tiny beads are used for bead embroideries and to embellish all sorts of fancy work. They come in bunches of strings, like the steel and metallic small beads, and fancy goods stores should be sure to have some in stock. Extremely pretty little woven daisy chains were made by combining these with pearls.

So far, the pink, rather than the red, coral, appears the favorite. Ear studs for unpierced ears were seen in this style, as also were some very pretty claw sets, brooches, pins and buckles.

Pearl beads in all grades and sizes are selling even better than usual. Pearl necklets will be widely worn with the lingerie dresses next Summer.

There has been, and continues to be, a strong demand for neck bands of black velvet, beaded with steel, combined with coral or turquoise.

Hatpins are, on the whole, rather smaller than usual. Extremely pretty popular numbers are being got up to retail at surprisingly low prices. These include a pin about one inch across of cluster brilliants, with pearl centre, in filigree set, to retail at ten cents. The appearance of the pin was unusually good.

Brilliants and rhinestones are still leaders, but are not seen in the massed effects of last season so much as in open-work and filigree settings, much silver being used. A considerable number of filigree metal pins are now seen, filigree being a strong note at present in all jewelry. A very pretty novelty of the highest-class type was in quite large size of filigree and rhinestones over a black velvet backing. The effect was very rich, being obviously intended for wear with the fashionable magpie hat of this Spring.

Belt pins are a strong line of jewelry this Spring, a greater quantity than usual being sold. Many filigree numbers appear, both in plain metal effects and in the metallized Dresden and Persian colorings.

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Sample Book and Prices on Request

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SOLE CANADIAN MANUFACTURERS

NAIAD

The bolero pin and the bar pin are both extremely popular for wear with bows and jabots and the new Dutch collars. They appear in enamel and in the metals, and very handsome, popular-priced numbers should make them a fine selling line in any business.

Beauty pins come in many novelty styles, including coral settings and single pearl in claw set. The newest are made in such a way as to be unbreakable, and non-detachable. Merchants will find it to their advantage to secure these special guaranteed numbers.

Scarves and Veilings.

Never before has the Spring brought out such exquisite variety of fancy scarves for dressy wear and of the plain motor scarves and the heavier styles intended for the street.

Paquinettes are strongly revived and will be put out to sell at most reasonable prices. They are now being more worn than at a corresponding period last autumn and promise to appear in numbers at Easter. Black satin with white lining appears to be the favorite, though shot linings and deep shades to correspond with suitings were also seen.

The chiffon Paquinette, much wider than the original, is usually made of two contrasting shades of chiffon. This scarf is one of the leading sellers for summer evening wear.

Spanish lace scarves, both black and white, continue to be popular with the better class trade as before. Very beautiful specimens are seen. Chantilly lace scarves and shoulder drapes are a dainty novelty much in use.

Dew-spotted chiffons and nets are used in the construction of some of the prettiest scarves and Dresden printed patterns, both floral and Persian, are seen.

Motor scarfs were never in better position than for the coming year. They are now articles in universal use and will be wanted for driving and outing wear in country districts as well as for motoring and windy days in the city. Preponderance will rest with lighter shades as the season advances, and the new pinks, coral and aviation green are expected to do specially well

* * *

Filet meshes are now conceded to be the newest and best thing in face veilings. These are found in light, medium and heavy weights, the former being as delicate as the old spider-web. Chenille dots are also much seen, both on these and other veilings.

Chantilly lace veilings are now to be had in full range of colors. Black and white are, of course, leaders, but colors are in good demand. The wise merchant in stocking these veilings will take care not to choose those which are disfiguring by reason of too conspicuous a pattern, as their vogue cannot well be long with the rather conservative public here. Some very large patterned numbers were, however, very effective when used as a drape on a hat for an elderly woman. The veils appeal very particularly to women who wear much black.

IT'S OUR BUSINESS
to secure Dry Goods Merchants and Milliners
AGAINST LOSS

From Dead
—and—
Soiled Stock

With the most complete dyeing and finishing plant in all Canada—and perhaps none larger and better equipped anywhere on the continent our work gives the utmost satisfaction.

The evidence is in the fact that for more than thirty years we've held the business of leaders in the trade in all parts of Canada.

Off-color Fabrics re-dyed a popular or staple shade, and finished like new goods.

Soiled and faded lines re-dyed like new.

Fine Plumes and Feathers re-dyed, cleaned and curled. Very perfect work in this line.

R. Parker & Co.
Dyers and Finishers
TORONTO, - CANADA

Write for Booklet and all information.

Ads. in Which Dignified Statement Serves Practical Ends

Examples from The Right House and Stanley Mills & Co., Hamilton — How the Advertising for a Sixty-eight-year-old Store is Conducted — Giving Exclusive Space to Each Department Once a Year — Interesting the Children

THE ad. men of the retail stores in Hamilton are fully alive to their opportunities for producing effective work. They have good facilities in the equipment of the local newspaper offices and know how to appreciate good typographical effect. Many original designs suggestive of clever individual effort appear from time to time.

Educative as well as direct merchandising layouts are featured in the Spring campaign, and it must be asserted that Hamilton merchants, by their aggressive methods, have gained a firm hold upon the loyalty of their people. The ad. men are given good latitude and the result is that high standards have been achieved in the art of ad. writing and arrangement. The general policy of Hamilton advertisers shows a broad grasp of the publicity requirements of the different seasons.

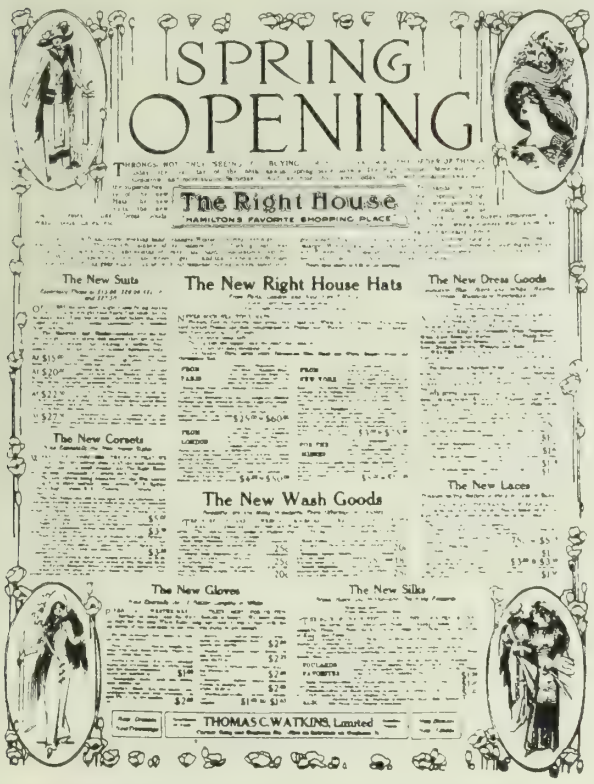
Examples of retail advertising which appear in Hamilton papers are shown here.

Advertising for a Sixty-Eight-Old Store.

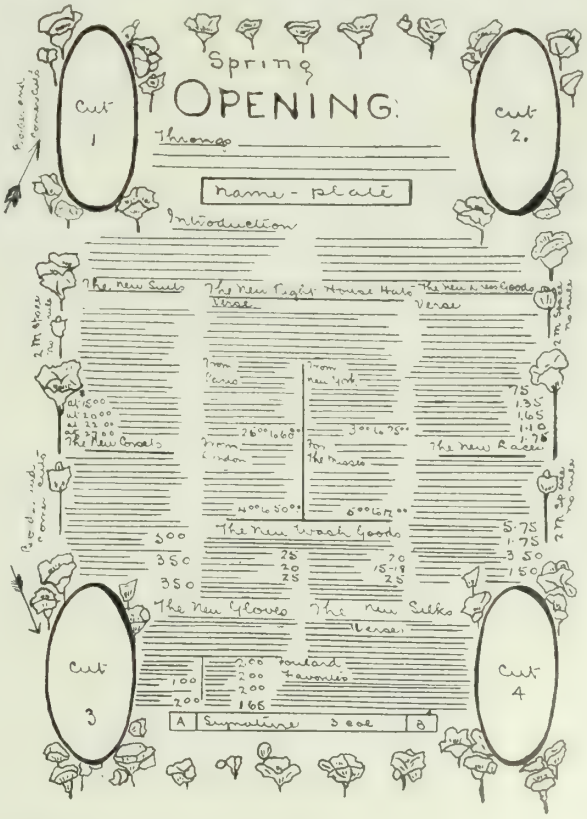
The work done by E. J. Ryan, for the Right House, Hamilton, has the dignity, originality and strength demanded by an establishment of 68 years' standing. All announcements made by this firm lack exaggerated or sensational statement. Mr. Ryan adopts the rule that a fact, plainly and directly stated will work just as effectively and with better final results than will the same fact distorted by senseless fireworks

In preparing copy a dummy is arranged, the individual department items are typewritten and a carbon copy taken. When the proof of an advertisement is returned it is dissected and each section is taken to the buyers or heads of department. The clippings are passed, according to instructions, among the head salespeople, who read them over to see that prices, colors and descriptions are correct. Buyers initial these items when corrected and they are returned to the ad. manager's department, the corrected proof is returned to the printer for final correction. An ad. man who constantly aims at improvement in his work will in time attain a very high standard. An example of this is the Right House advertising. That explains the originality as well as the apt use of good ideas which come through suggestion. The ads. are as good as a house 68 years of age should have, and the aim is to make them still better.

Since efficiency of service is good advertising, everything having to do with that end of the organization is looked after by the head of the ad. department, be it parcel delivery, salesmanship in the store, or snow shoveling. He is responsible for the proper ticketing of sale items as well as for the effective use of display cards of all kinds. He must see to it that the selling staff is thoroughly up in the details of the ads., conversant with goods advertised, and capable of meeting customers as a sales person should.

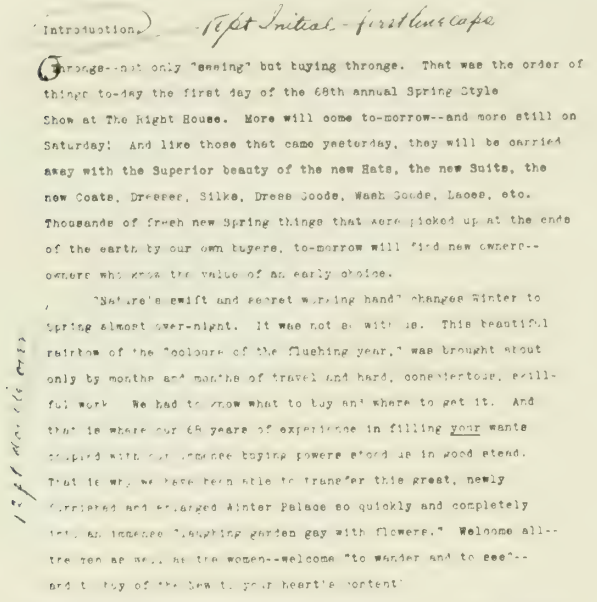


Completed Spring Opening announcement, The Right House, Hamilton, Prepared by Edmund J. Ryan.



Suggestive "dummy" sent to the printing office, showing instructions "The Right House" Spring opening advertisement.

Very cautious use is made in the advertising of words which might easily sound noisy rather than dignified, only in advertising important events is descriptive or explanatory editorial used to any ex-



(Introduction) Type Initial - first line caps

Throngs--not only "seeing" but buying throngs. That was the order of things to-day the first day of the 68th annual Spring Style Show at The Right House. More will come to-morrow--and more still on Saturday! And like those that came yesterday, they will be carried away with the Superior beauty of the new Hats, the new Suits, the new Coats, Dresses, Silks, Dress Goods, Wash Goods, Laces, etc. Thousands of fresh new Spring things that were picked up at the ends of the earth by our own buyers, to-morrow will find new owners--owners who know the value of an early choice.

"Nature's swift and secret working hand" changes Winter to Spring almost over-night. It was not so with us. This beautiful rainbow of the "colours of the flushing year," was brought about only by months and months of travel and hard, conscientious, skillful work. We had to know what to buy and where to get it. And that is where our 68 years of experience in filling your wants stepped with our immense buying powers stood us in good stead. That is why we have been able to transfer this great, newly furnished and enlarged Winter Palace so quickly and completely into an immense "laughing garden gay with flowers." Welcome all--the men as well as the women--welcome "to wander and to see"--and to buy of the new to your heart's content"

Page of carbon "copy" from introduction of Right House ad., showing instructions to the printer as to type and arrangement.

tent and then it deals rationally with the subject. The ads. in a word are suggestive of literary taste and good judgment.

Cheap appearance in the matter of cuts is avoided. Advertising schemes are conducted on broad lines and it is the business of the advertising department to feature some special event in original form once a month. Many novel and striking uses are made of cards, booklets and similar advertising issued periodically.

As an illustration of the drawing force of the ads. issued by The Right House, a sale of men's shirts and collars required the assistance of over thirty-five extra sales people. For two days the entire window front was used for the display and the announcement was made simultaneously on a basis of values, quantities and conditions.

Right House advertising maintains the Right House individuality, and measures up to the reputation for progressive merchandising.

Geo. E. Merrifield, formerly of Louisville, Ky., a director of Lord & Taylor, New York, has been elected to the presidency of Thos. C. Watkins Co., (The Right House) and assumes the position at once. Mr. Merrifield is only 28 years of age.

Exclusive Ads. for Separate Departments.

Once a year, Mr. Aylesworth, advertising manager for Stanley Mills & Co., Hamilton, devotes exclusive space to each separate department. He thus gives information concerning lines upon which customers do not very frequently have described for them in an advertising way. Emphasis is then also placed upon new lines being introduced by the firm.

In one of the ads. illustrated, devoted to kitchen ware, the desirability of this scheme is apparent. These ads. are well timed; they promote the respective departments at some period of the year when the goods are likely to have greatest demand.

In the other example, the ad. man deals strongly with a proposition facing all large stores after Easter or during the Easter recess. The large illustration should at once interest the young people, and each section of the ad. has the same object in view. Should such an advt. fail to pass under the parental eye it is safe to say that were the younger members of the family to see it, they would bring it to the attention of the proper authorities in the household.

Both of these advts. are good practical appeals, and suggest that the ad. man knows how to emphasize those news values which attract attention and bring in the business. The ads. of Stanley Mills & Co. give striking evidence to the fact already noted —that good practical dignified appeal can be as ef-





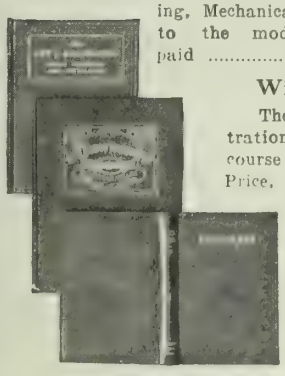
Two good, practical advertisements by Stanley Mills & Co., Hamilton

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

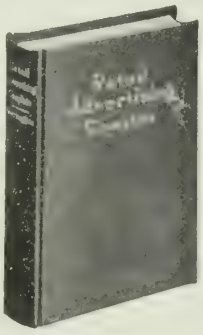
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

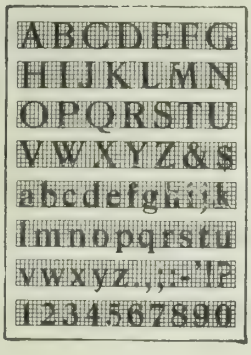
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



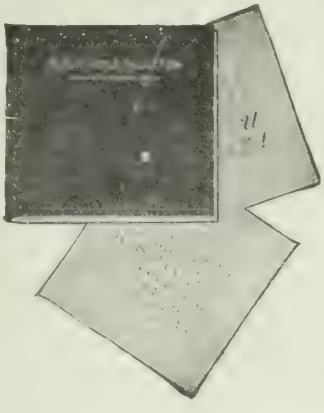
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

KING'S
Established 1776

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

YOU MUST GET

"LAMBA"

(Registered)

if you wish to be handling the

World's Best Fabric

for Shirts, Blouses, Pyjamas and all underwear. Its pleasing wooly softness, charming design, fast colors and perfect washing and wearing qualities, all combine to make it the admiration of countless thousands all over the world.

Equal to Ceylon Flannel at Flannelette Price

The genuine Lamba is stamped Lamba on the selvedge. No imitations can give you half the satisfaction in selling or your customer in wearing, therefore

GET A STOCK IN NOW

And be sure it is the genuine article

LAMBA will be advertised in the Canadian Press

Stocked by
McIntyre & Son Co., Ltd., Montreal, Canada
J. & N. Philips, Manchester, England
I. & R. Morley, London England

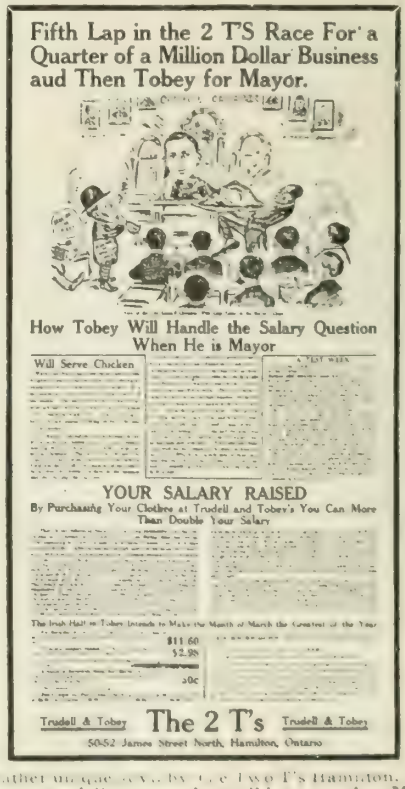
fectively arranged and displayed as can a mass of words used in meaningless description or bombastic announcement, and in the long run it takes firmer hold upon the people's minds. It is always advisable for the ad. man to remain on the same level as the people he is addressing. He thus best serves all practical purposes, and will find that he is not cramping his imagination at that.

⊙

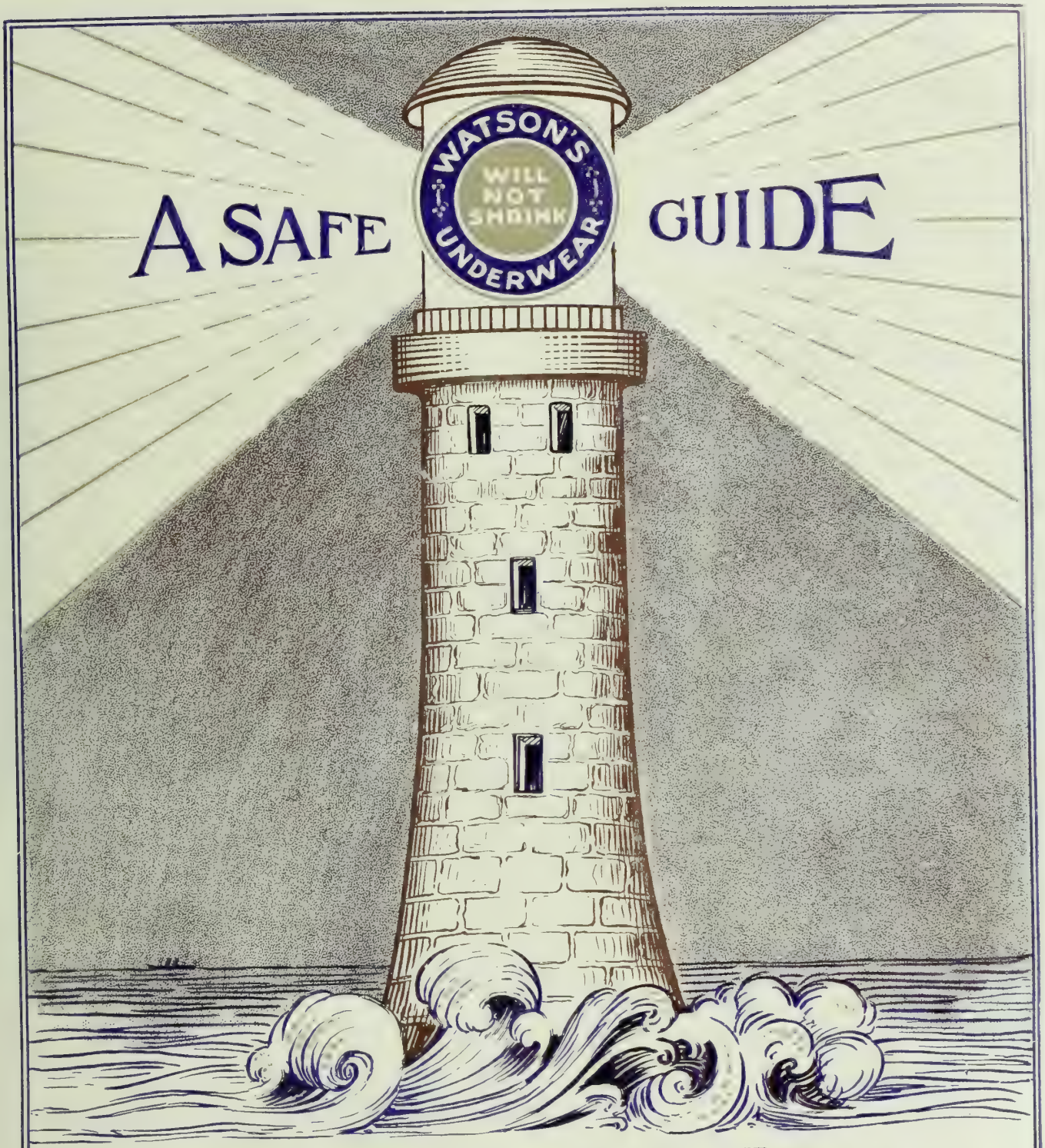
Tobey Much Consulted.

The article which recently appeared in the Men's Wear Review, published in connection with this paper, describing the advertising methods employed by Trudell & Tobey, Hamilton, to overcome handicaps of location, has brought many letters asking Mr. Tobey "how he does it." He has been congratulated as well as consulted with reference to various problems and he asserts that the Canadian retailer is exceedingly keen in the matter of advertising.

The accompanying advt. is a characteristic one. Some time ago the Two T's announced that when the year's business of the store reached a quarter of a million, Mr. Tobey would run for mayor. That announcement is the excuse for this advt. The mayor-to-be is depicted as already there and the cartoon indicates that a notable readjustment of meals and civic salaries is about to take place. The subject is treated in such a way that it is widely read. Information about particular values is deftly introduced. The striking contrast made between the condition of laborers and aldermen, so far as salaries are concerned was dismissed with sufficient tact and humor as to make offence out of the question.



A rather unique ad... by T. & T. Two T's Hamilton. It cartoons and discusses what will happen when Mr. Tobey is Mayor, and tactfully introduces value information.



TO SURE PROFITS

WATSON'S UNDERWEAR

WATSON MANUFACTURING CO. LIMITED.
PARIS & BRANTFORD :: ONTARIO ::

Please mention The Review to Advertisers and Their Travelers.



Easter Window Displays

Seasonable Background, Ledge and Floral Effects Suggested — Best Departments to Feature at Holiday Seasons — Have Windows Redressed for Good Friday and Blinds Withdrawn

IT is questionable this year in most stores whether or not the Easter trim will be but an arrangement of the lines suitable for the holiday season, combined with the use of the millinery opening backgrounds or an elaborate display of Easter novelties with Easter backgrounds. Those stores which feature their millinery earlier in the year will certainly change the window background arrangement and take advantage of the splendid opportunity afforded to make an elaborate showing.

Many complaints are heard among window trimmers of their inability to procure appropriations and necessary latitude from the heads. However, it is evident this year that the late Easter will appeal to merchants, and outlays will be forthcoming to feature extra Easter displays.

* * *

Work with Advertising Section.

To work in full conjunction with the advertising department is necessary, and as Easter is becoming more and more a rush season, when every advantage is taken of holiday rates and people are completing their final Easter outfitting, the advertisers and departments most necessarily demand that lines suitable for the holiday trade must be featured in the windows.

Calls, therefore, are made from those sections within the store which best cater to the final demands of Easter and window displays of neckwear, gloves, belts and accessories, ready-to-wear, novelties, millinery and articles for immediate personal requirements are made.

* * *

The Accessories Windows.

In dressing an accessories window, the trimmer has the choice of the Easter novelties in the gloves, handbags, neckwear and belt cases. Many stores do not feature entire window display of a combined showing of these departments on account of the time involved.

However, the trimmer, once the background is in place, can assemble such accessories with dispatch, provided he uses proper stands. Lack of these stands gives excuse for featuring novelties in this department in conjunction with other displays, but at Easter the live trimmer realizes the importance of a combined display of the small and necessary requirements for the Easter toilette.

* * *

The Use of Fixtures.

Firms who have successful individual glove, hosiery and dress accessories departments. insist on the use all the year of small glass plates about 36 inches long, and 6 inches wide, in displaying novelties. These plates are placed near the front of the window, raised on stands about six inches from the floor and displays changed daily. Such live departments, therefore, demand an entire window at Easter time. Displays consist of combined accessories showing the range of novelties as the best method, but some merchants insist on displays introducing the 50c or 25c leaders, and have built a reputation for their departments, especially in the offerings at Easter time.

* * *

Use Glass Plates and Pedestals.

Glass plates and nickel T stands are most suitable for displaying dress accessories. Generally

A PRACTICAL MAN AT YOUR SERVICE.

The Dry Goods Review has made arrangements whereby an experienced window trimmer will visit those stores from whom applications may be received, and instruct the display departments in the production of effective combinations for window or interior trims.

This man has done much successful work in displaying goods artistically and he knows the advertising essentials of a window to a nicety. There is not a window unit, drape, background or fixture described or illustrated in the Dry Goods Review, that he canot demonstrate. In a word, he is familiar with every branch of modern window trimming.

Such a man is well equipped to give display departments the most useful kind of information.

The only charge for this service will be the trimmer's expenses, a negligible amount when compared with the benefit which will accrue to the display departments. He will be available to each applicant for a time not to exceed two days.

The Review has had a demand for some such arrangement as this, and is now in a position to meet it with the most practical kind of assistance.

Address Editor Dry Goods Review, 143-149 University Avenue, Toronto.

trimmers have the nickel stands and any hardware store will gladly loan the glass plates of suitable size Such plates should be from 30 to 45 inches long and from 8 to 12 inches wide. Care must be taken in placing such plates that pedestal bases or stands are not likely to fall and topple over the other stand with disastrous results. Square or pedestal stands, glass plates and the use of nickel stands draped with velour or velveteen are effective, when used in the Easter accessories windows.

Artistic arrangement for striking perspective, color combination, and placing of the lines featured, depend upon the ability of the window trimmer. Many good selling trims appear during Easter week.

Hosiery departments are sometimes given an entire window. Twin windows can be successfully featured at Easter. Kid Gloves are also displayed in a similar manner. Every sale made is usually a dollar sales check.

* * *

Ready-to-wear and Millinery Displays.

Ready-to-wear and millinery department displays are also necessary at Easter and are usualy most successfully combined. In ready-to-wear, only extreme novelties are shown and high-class millinery novelties to match are introduced into the setting. Parasols, too, are used as well as scarfs, stoles, ostrich or marabou.

Dress goods departments are generally given display at the Easter season, and it is usually found advisable to show a one-color display, as for instance late season novelties in blues this Easter. Such a display must necessarily bear out the store's reputation for having the correct goods, or of always having materials for which a run is noted.

* * *

Time to Show House Furnishings.

Two weeks before Easter is a suitable time to show rugs, carpets and draperies in one window only, as the demand at that time is more effective in other departments and housefurnishings are generally given the month of April to the detriment of other departments if necessary. Such a showing before Easter gives the advertiser an opportunity to promise completed orders so that the home can be ready for Easter.

Window trimmers having special windows of neckwear, gloves or novelties on sale Thursday before Easter can quickly change the window trim for higher class lines on view when the blinds are withdrawn on Good Friday.

* * *

Suitable Easter Backgrounds.

Seasonable suggestions are offered the trimmer and decorator, which are consistent, easily featured and quickly placed. In background suggestion No. 1, pale blue mull was stretched and pleated tightly leaving a panel of mirror showing between each strip, as shown in the photo. A ten-inch board covered with white felt was placed along the top at the intersection of the woodwork and pleated mull, and strewn with snowball vines and sprays, a beautiful artificial flower for the Spring season.

Pale blue sateen in a delicate shade, overlaid with white chiffon and carefully puffed, was used for covering the bottom of the window. Any merchant or window trimmer could feature such a window without much expense, and in case of any apparent fading, even the mull need only be sold at a fraction below the regular price.

In suggestion No. 2, combined floral, lattice and scenic effect is gained. Electric lights can also be introduced. Such a suggestion is suitable for a panel or permanent mirror background. Mirror frames at the back and sides are outlined with six-inch boards at right angles and covered in any color, preferably white or ivory. The arch is made of three long sticks, and in order to bend to the required circle, small notches are sawn at intervals of about a foot for almost six feet across the top. White or ivory is best for the arches, and the cross sticks are gold. In the circle (which should be covered with a rich shade of green velvet or sateen) fixed at the back and over the triangular lattice (also of white and gold) and in the circle under the arch pretty Easter, scenic or style pictures are introduced.

While it is hard to suggest in the cut, the lattice work should be overrun with suitable Easter flowers



Simple and effective Spring opening display of millinery and ready-to-wear. C. B. Morden, Stanley Mills Co., Hamilton.

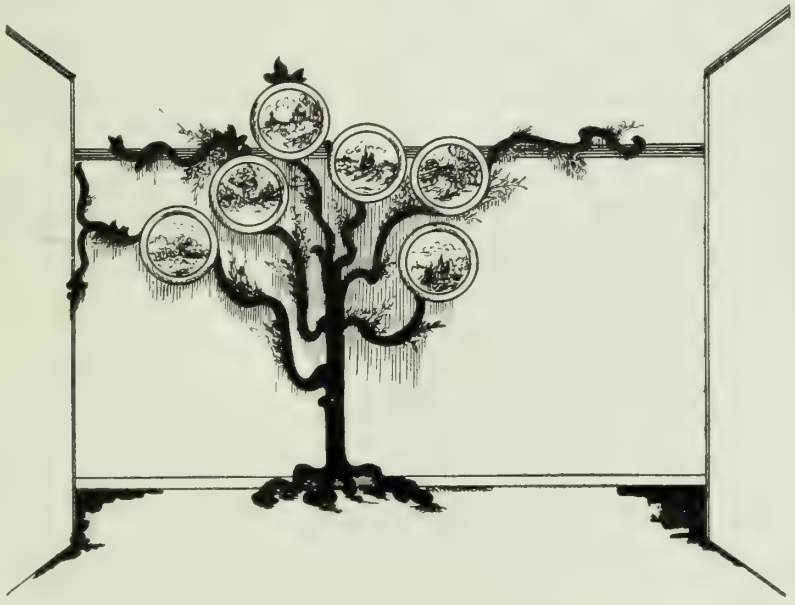
or foliage, lilies, apple blossoms, etc., and the introduction of color, pink or yellow, in the buds or flowers, as combined with green, made the feature. By the introduction of a table, chair, pedestal, lattice stands or boxes, white or gold and filled with flowers and foliage, a high-class setting can be given any arrangement of ready-to-wear, millinery or accessories displays for the Easter holiday season.

face rounded up to one-fourth relief, and then covered with bottle green plush or velour. At irregular distances along the branches, masses of light green foliage should be attached. If draperies are used, this setting should be backed with an old ivory shade or it would serve as well ahead of mirrors.

The object of having six panels is shown in sketch No. 2, which is a reproduction of frames of



Unit panel for suggestion adapting opening windows to Easter displays by use of lilies. H. J. Rutherford, Koester School.



Scenic panel design for opening background and suitable for Easter by units suggested. H. J. Rutherford, Chicago.

These suggested trims are not necessarily expensive, and are adaptable to the window display means allotted by almost any store of fair size.

Spring and Easter Displays

Window Dresser has a Chance to Arrange for a Double Opening Display — Use of Scienic Panels

(By A. C. Rutherford, Koester School.)

The lateness of Easter this year offers an opportunity for the merchant to get in an extra play in the game of boosting Spring merchandise. On account of the late date of Easter, Spring openings can be held in March to be followed by Easter displays starting the first of April. This gives the window dresser a chance to make a spread in providing for this double opening display.

It is in line with this provision that we are suggesting a design for a Spring window background which, with a slight modification, will serve well for both events, viz: Spring openings and Easter displays. As scenic work for window backgrounds is appropriate, we are suggesting a series of six round scenic panels in Spring subjects and shades, these to be framed with mat board having a gilded face, and posed at irregular intervals on a representation of a tree.

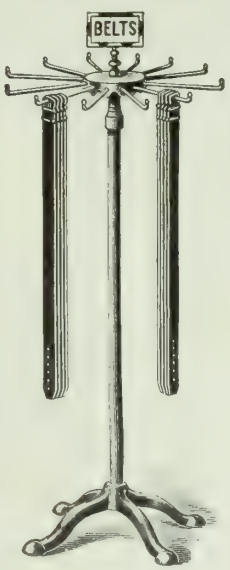
The tree should be placed a little to the left, it can be cut to shape from compo board. Have the portionate size covered with Easter lilies set in place to spell out the word Easter. Thus this idea becomes a combination background suitable for two events, the change making them distinctly different to serve a threefold purpose, viz: lessen expense, please the merchant and ease up on the trimmer, who at this time no doubt will have more than can be attended to properly.

the original sketch, having the letter "E" in Easter lilies. The thought is that after this background has served for Spring opening displays, the scenic panels will be removed from the frames and letters of pro-

BELT STANDS

They Show and Sell the Goods.

We have several styles. This is only one.



No. 259J

REVOLVING STAND

Action steady and smooth. 4½ ft. high. Fitted with 12 prongs extending out 9 inches. Have well made turn-ups, so that belts cannot work off, but are easily removed.

Extra heavy, nicely finished, plain base. Card frame 5 x 7 inches.

Our new catalogue will tell you all about other display devices for your men's wear departments.

J. R. PALMENBERG'S SONS

Established 1852

710 Broadway, New York

Factory: 87, 89 and 91 West 3rd St., New York

30 Kingston Street / 110 Bedford Street } Boston

10 and 12 Hopkins Place Baltimore

Displays by Large City Stores

How Murray-Kay, Robt. Simpson Co. and T. Eaton Co. Gave Impetus to the Advent of Spring — Artistic Backgrounds Suggestive of the Season

WHILE the opening decorations featured by the Toronto stores this year did not suggest the elaborate preparations of previous seasons, there is no doubt but that they were carried through with enthusiasm and eclat from the trimmer's point of view, and with much profit so far as material results were concerned.

The opening displays were beautifully assembled. In many instances elaborate background effects were featured by the respective window trimmers to give the required "Spirit of Spring" and the liberal use of floral foliage and elaborate pedestal, pillar and background designs were used to advantage.

Attractive Openings by Robert Simpson Co., Ltd.

Artistically attractive opening displays were featured by Mr. Hollingsworth for The Robt. Simpson Co., Limited.

Every floor, every department in the establishment made an impressive display and the millinery salon wes especially pleasing.

In the windows devoted to opening displays, two French fitting rooms were introduced and in these settings, dress goods, silks, costumes and Paris millinery were arranged. Console tables, mirrors, candelabra and individual pictures were used in assembling the goods featured. Everything shown was in keeping with the period represented.

The millinery display proper consisted of a beautiful arrangement of the newest creations in a setting of the period of Louis XV. Many attractions were introduced especially the background curtain hanging of cerise pink silk velour and a background setting fashioned after conventional designs. This was a boxlike lattice supported on four leg pedestals and contained ferns, floral and natural greenery in profusion.

In the dress goods displays, black and white were featured strongly and greys were displayed effectively, combined with black trimmings, buttons, velvet ribbons and black satin-finished silks, showing modified hobble effects.

In the interior and in the aisles throughout the store colonial pedestals with natural flowers, ferns and azaleas were used in giving a climax to the season's opening decorations.

The Eaton Display.

In conducting their general Spring openings The T. Eaton Co. always carry out a very elaborate program throughout the store, the different departments and the window displays.

In his windows Mr. Apted carried out the background effects in two different designs. In the new section a beautiful garden wall effect, done in white felt and divided at prominent points with high colonial gateways or gold panel lattice doorways, was carried from the main doorway to the Albert St. display windows. A profusion of foliage and floral effects clamboring through and over the entire arrangement proved a fitting contrast to the simplicity of the window backgrounds in the older windows.

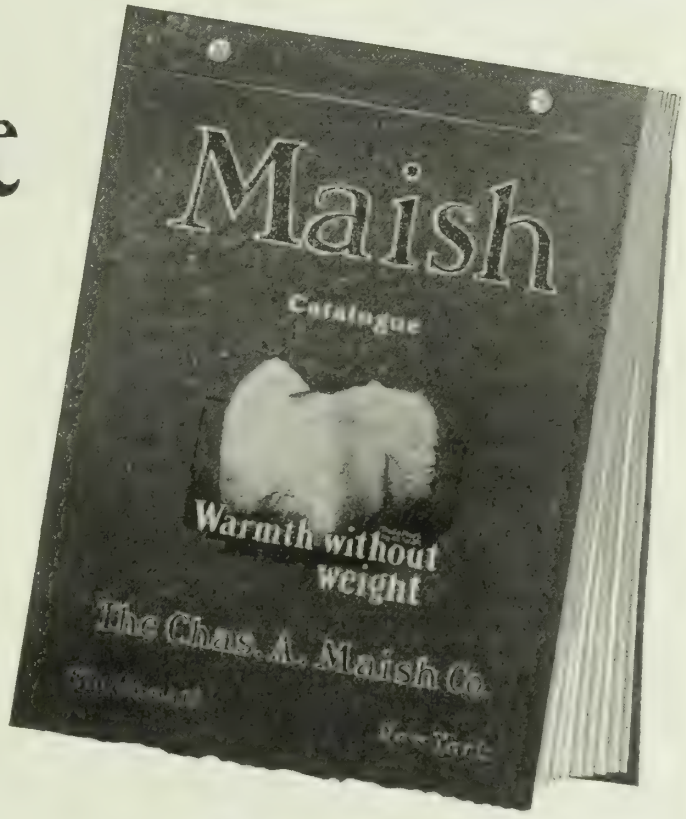


Introducing garden wall and profusion of foliage and floral effects. Opening millinery window by A. E. Apted. T. Eaton Co., Toronto Color scheme in white, pink and green.

New Catalogue ready

Write for it to-day

New numbers, the new Maish edge that every woman admires the moment she sees it. Exceedingly attractive—prevents fraying. Photographic reproductions of some of the best sellers of the new complete line. All fully described in the new catalog. Get it to-day.



Maish Laminated Cotton Down Comfort

The demand is for warmth without weight.

The Maish Laminated Cotton down comfort supplies this demand. With 1-3 less weight, it is twice as thick—affords twice the warmth of the ordinary comfort.

Women who have bought one comfort come back and buy the Maish for every bed in the house

The filling of the Maish is one continuous downy piece, the exact size and thickness of the finished comfort. There are no lumps—no thin places.

The cross section below gives you some idea of the wonderful permanent loftiness.

A comfort to supply every call.

Maish Laminated Cotton down comforts are made in all sizes. They retail at from $2.00 in the Maisaleen Bassinette size, to $18.00 in the full size Maisilk comfort. The range of designs (both plain and bordered) is almost unlimited.

The catalog also shows complete line of *Maish comforts for your chea er trade. Ret iling at from $1.50 up, all made from pure fresh cotton.* Not one ounce of shoddy or cotton waste ever goes into our factory. Write to-day for this new catalog, and actual cross section of the Maish.



The Chas. A. Maish Company

Factory and General Offices:

Bank St. Cincinnati, Ohio. New York Offices: 41 Union Square.

Canadian Branch: 43 St. Sacrament St., Montreal.

Colonial pillars introducing a shirred curtain effect of champagne brocaded satin proved a fitting setting for displays made in these windows. No floral effects were used but simplicity and richness was gained by such a setting.

Window displays were changed daily in introducing the respective lines and conducting the openings of important departments. Dress goods, millinery, ready-to-wear novelties, striking ostrich plumes and dress trimmings windows were featured successfully.

Interior displays necessitated elaboration in each department of new stocks. Cases, pillars and departments radiated Spring in foliage and floral combinations. In the millinery department the tulip bed was an innovation and proved an attraction.

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The Murray-Kay Windows.

Murray-Kay, Ltd., always feature their millinery openings later than is usual in Toronto. In the general scheme of display, millinery costumes, suits and accessories were successfully assembled.

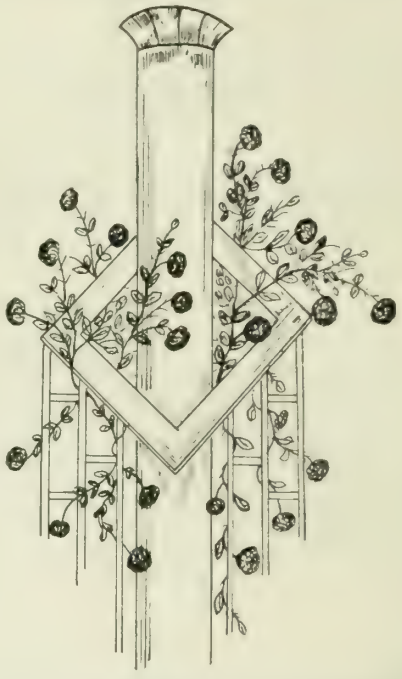
In displaying the season novelties H. C. Macdonald, the trimmer, carried out the color scheme in white, ivory, green and gold and surmounted with greenery and floral effects of wistaria in pink.

Three windows introduced the use of a raised platform about four inches high covered with white felt and arranged in semi-circular design. Pillars were placed at the intersections giving a Roman Column effect. These pillars were surmounted with plaster caps and huge electric globes. Each post carried a lion's head with rings in burnished gold and between each pillar floral festooning was used effectively.

Between the pillars also and carried throughout the entire front, boxy flower receptacles in ivory and cathedral effect were suspended. These were also lighted and each surmounted with an immense bowl done in gold and filled with a massy arrangement of natural ferns.

Dividing the windows, a jardiniere filled with wistaria in Helen pink and combined with green leafage and a fern box of drooping fern relieved the bareness of the bottom. Greenery was used throughout to soften the general effect.

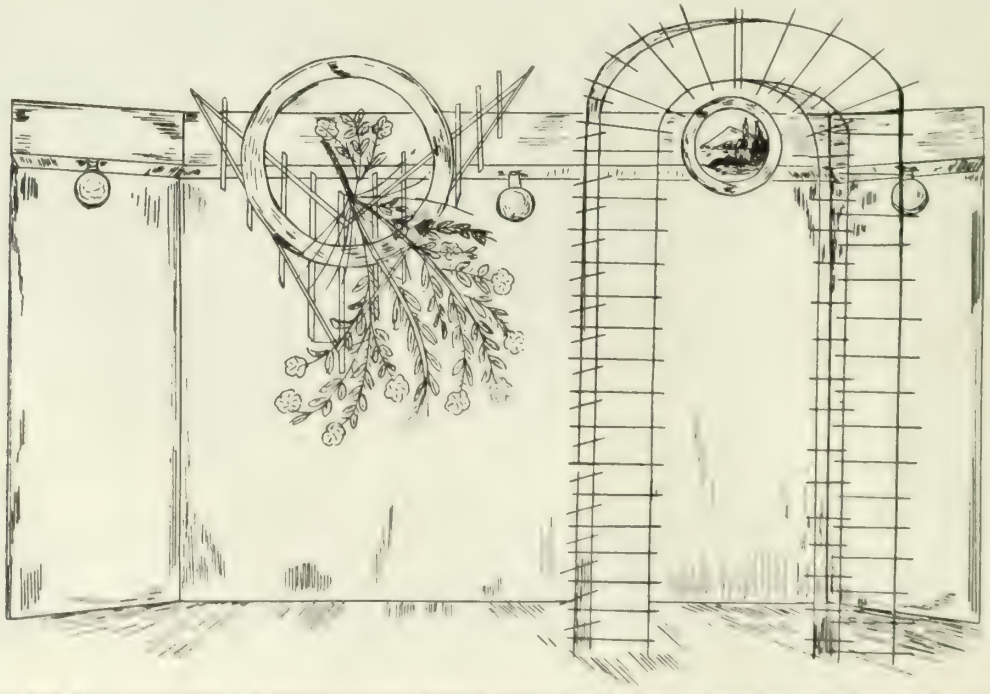
Gold tables, chairs and individual floral effects combined with pleasing assembling of accessories



Colonial pillar design effected by floral and lattice decorations used on posts supporting the building. Interior trim, Murray-Kay Limited.

completed the elaborate and entire front display.

In the interior millinery section, lattice arrangements in colonial design surmounted with flowers were used effectively on the pillars supporting the building. These suggested the general note of Springtime throughout the store and in the different sections.



Lattice and floral combination suggestion. Color scheme white, gold and green, with scenic or spring landscapes.



READY-TO-WEAR GARMENTS

Increased Space to Dresses

Best Sellers Have Round or Square Dutch Neck and Three-quarter Sleeves — Some of the Popular Lines.

GARMENT departments are giving increased space to dresses now that the season is opening up. This is imperative, as the line is such an extensive one this season, ranging as it does from the cheap and useful tub dress of chambray, Holland, gingham or percale up to the expensive party gown of marquisette, satin or foulard.

Tub dresses are meeting with a great sale, and their success is well merited, as they are smart and well cut.

The best selling models have the round or square Dutch neck and three-quarter sleeves, while the skirt is gored and attached to the waist under the belt. The fastening is in front or at the side, and pearl buttons are used. Some models have the sailor collar, finished with a tie. And tie, collar and band trimmings are of a darker or contrasting fabric. Cash's trimmings are used in quantity upon dresses of this kind.

More expensive dresses are of dimity, lawn or cotton foulard, and eyelet embroidery and lace are used as trimmings. Some of these are of bordered goods, the border serving as the trimming.

Both white marquisettes and voiles are proving quick sellers, as a dress of this kind is useful for many occasions. Usually they are elaborately embroidered with heavy embroidery in colors or white or in black and white. Cluny or antique lace is more fashionable then Valenciennes.

Though voile and marquisette is taking the place of lingeries in the better-priced garments, lingeries are good sellers at popular prices. Valenciennes and crochet laces are used as trimmings, and some very smart models are made of all-over embroidery.

A big season is promised in foulards and soft satins and marquisettes. The various shades of blue —dark blue, navy, Nattier, King's blue—are the best sellers, particularly with the popular trade, but in high-grade garments black and white has the first place.

One-piece dresses of white serge promise to be big sellers. They are trimmed with black satin, or are piped and braided with blue.

Middy or sailor dresses of white or cream tcher's linen are showing. The middy suits have regulation blouse, or side-fastening coat, trimd with bands of navy or cadet blue, and the skirt ust a plain gored one.

A smart model that was out of the ordinary yed the waist and sleeve cut in one. There was pad tuck to define the shoulder. The sailor collar had a broad band around it of navy and white checked linen, and the knot or tie was of the same. There was a side pocket on the bust, trimmed with a band of the check, and the three-quarter sleeves were cut in Vandykes and edged with a band of the check, beautifully put on, and each line perfectly matching. The band at the waist was of check, and the plain gored skirt had a wide band of check put on above the hem.

Hand Embroideries on Waists

New Note is the Use of Bulgarian Embroidery Around Sleeves of Marquisette Waists

The season is shaping itself for a busy one in the waist section. Lingeries as yet are selling best in the popular-priced numbers. In the city trade the popular demand for waists of cotton marquisette and voile threatens to interfere somewhat with the sale of the better grade. Lingeries of this class have to be exceptionally dainty to sell.



Waist of white cotton marquisette, with yoke effect of Bulgarian hand embroidery and line trimmings of cluny lace. The colors used in the embroidery are pumpkin, cerise and old blue, outlined with black. This is the latest novelty in the immensely popular hand-embroideries. Shown by Ladies' Wear, Limited, Toronto.

Manufacturers who have taken the trouble to import original effects in perfectly-fitting lace and Swiss embroidery yokes, and who have been specially careful in the selection of the laces used, have no reason to complain of lack of orders.

Another feature is the using of real laces, the combination of the creamy tint of the linen lace with white being especially well liked. White Swiss



Waist in Kimona Style of Cotton Marquisette in two Colors —Shown by Ladies' Wear, Limited, Toronto.

with fine black dots, giving a beaded effect, has sold freely, and made up with yokes of heavy crochet lace and bands of the same it is most effective.

A big business is being done on middy styles, and some little new touch or effect is being constantly introduced. Helen pink is the latest, and sailor collars and band trimmings of this new and popular shade is the latest touch on imported models.

For dres[illegible] of marquisette used for the [illegible] touch. Yoke effects [illegible] of the color. Another idea is the sailor or Dutch collar and jabot of color, inlaid with lines of lace onto the blouse. Particularly pretty was a marquisette waist with the collar and jabot of Emerald green marquisette inlaid in the waist with lines of Cluny lace and touched up with crochet buttons. The colors used for this purpose are pumpkin, emerald, navy, old blue and coral.

A feature that makes these waists perfectly practical for Summer wear is the washing qualities of the new cotton marquisette. When a good quality of marquisette is used the colors are perfectly fast.

The new note is the use of Bulgarian hand embroidery around the neck and sleeves of marquisette waists. The embroidery forms a square effect, both back and front and this square effect is often repeated on the sleeve.

The model illustrated shows the yoke and sleeve trimming, embroidered in pumpkin, cerise and old blue outlined with black. Bulgarian embroideries are the latest note in heavy hand embroideries in New York. White marquisette, cotton voile, white and colored linen dresses, chiffon tunics and neckwear are all trimmed extensively with this beautiful embroidery.

Good Business in Plain and Dressy Coats.

With dresses selling so freely a good business is expected in utility coats. For very dressy wear loose wrap coats and plain tailored coats of black satin or wool-backed satin are favored. Dressy models are also shown in white serge, with the large collar and facings of black satin.

There are any number of serge coats showing and the accepted trimmings are wide braids and combinations of black satin with strappings and pipings of King's blue or fuchsia red. Tweeds, grey suitings and black and white checked and striped suitings are also good sellers.

The shawl collar and the notched collar are both used. The round or square collar, with large revers fastening low on the side, is the latest.

When Summer selling begins, pongee and tussah coats in plain tailored and fancy effects are expected to sell, and in some quarters taffeta coats will be taken as well.

Motor coats are selling freely. These garments are loose and boxy and some models have Raglan sleeves. These coats are developed in tweeds, homespuns and serges.



A. M. PATTERSON

Brockville dry goods merchant who was elected to the presidency of the Ontario Retail Merchants' Association at their recent Convention in Guelph.



All Wool
Hand and Machine Knitted

GOLF COATS

LATEST STYLES, COLOURS, FINISH.

PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET
LONDON, E.C., - ENGLAND

Separate Coats

The NATIONAL line has a stimulating effect on sales in any coat department.

They are new and exclusive designs, and are quick selling stock.

The NATIONAL label inspires confidence and confidence is half the sale.

Our goods are daintily styled and are well-made garments that insure prompt and profitable retailing.

We specialize in Rainproofs and Waterproofs.

"The Specialty Coat House of Canada."

Catalogues on application

National Rubber Co.

of Canada
MONTREAL

Outing and Working Shirts

There is mighty good business ahead for you if you are featuring the

Deacon Shirt

It is a line that is made from materials selected to stand hard wear, and in point of workmanship and finish it has no superior.

The "Deacon" is cut fully roomy, has seams double-stitched, and buttons securely sewn on.

Don't place your order till you have seen our Samples.

The Deacon Shirt Co.

BELLEVILLE, ONT.

New York Shows Eton Styles in Suits and 1-piece Dresses

Serge is a Greatly Favored Cloth for Suits — Preference for Braid Trimmings — More Expensive Dresses Show Tunics and Over-Drapery Waists With Large Collars or Fichus — Bathing Suits of Brocade and Tapestry Silks

Staff Correspondence

Office of The Dry Goods Review,
115 Broadway, New York, March 13.

SMART tailored one-piece dresses are appearing in the New York stores. These are made of excellent materials, as the styles are so simple that little expense is incurred for trimmings. Messalines, foulards and tussahs are big sellers, and dresses of cream serge, both with and without pencil stripes, navy serge, and of black and white striped and checked suitings are included among the leading numbers.

These dresses have the high butterfly waist, with the rounded neck and straight three-quarter sleeves. The skirt is gored to the knee and finished with a circular or a pleated flounce. The serge suits are trimmed with black satin pipings, and have large collars and revers of the same, and the skirt is often set onto the waist with a row of piping, but more often there is a girdle of folds and a sash and ends. Folds and a cord girdle is also an approved way of finishing the waist.

More expensive dresses show tunics and overdrapery, and the waists are finished with large collars or fichus. Dresses of this class are made of foulard, wool-backed satin, cashemire de soie, crepe de chine, satin voile or marquisette. Many of these are made of the new bordered goods, and all of them have trimmings of wide laces, and are beaded or hand embroidered.

Dark blue, black, black and white, white and black, and all white are the colors selling, but the needed relief is given by the brilliant colors used in the trimmings and embroideries.

Dresses for Summer wear are being made up of cotton marquisette, cotton voile, lingerie, lawn and linen. Simpler models are made of cotton foulard, ginghams, percales, dimities and batistes.

Buyers in New York for the openings have shown marked favor to dresses of marquisette and voile, and dresses of these fabrics are to some extent encroaching upon the sale of lingerie models. Since the opening of the season attention has been directed to the use of these fabrics, but the fact that they would be so much in demand was not generally realized. Marquisette and voile gowns promise to be strong rivals of the much-liked lingerie models.

Cluny is used very extensively for the trimming of both marquisettes, voile and lingeries; in fact, many numbers show the waist almost entirely made of Cluny bands, and Cluny bands and panels are freely employed as a trimming for the skirt.

Expensive models are elaborately trimmed with heavy embroidery, both in plain white and in contrasting colors. The new feature in embroideries is the use of the bright tinted Bulgarian embroideries. These are worked directly onto the cloth and are in geometrical designs in pink, cerise, coral, orange and old blue, outlined with black. The same patterns worked in Helen pink or porcelain blue, outlined with black, is also much used. Frequently marquisette or voile in contrasting color is used and the trimming combined with Cluny lace. Black and white embroideries are also much used and beaded effects good.

Eton Styles the Novelty in Spring Suits.

The novelty in suits is the introduction of the Eton coat, and though many attractive Eton models have been shown, buyers have only touched them sparingly. It is not that buyers do not regard them as strictly in line with prevailing style ideas, but they are under the impression that it is too soon to stock up with Eton models.

The best selling suit is the plain-tailored suit with the coat 25 or 26 inches long.

Serge is by far the preferred cloth. Smooth tweed and homespun effects in grey and black and white, and black and white striped and shepherd's check suitings are in high favor. While many models in cheviot effects have sold, preference has been given to the smoother finishes.

If trimming is used, preference is given to broad braids, and black and white braids are much liked on navy or black. Most of the plain-tailored suits of serge, tweed or homespun, have no trimmings except the tailored or ivory buttons. Some coats have small notched collars and small revers, and fasten with three or four buttons. The general tendency is for large long revers and large round or square collars, fastening in front with one or two large buttons. The gored skirt with the panel back and front is the regulation skirt for the plain-tailored suit.

Hairline stripe materials have sold well, and grey mixtures and black and whites have been good sellers. Coat blue, navy and white serges have the lead at present as materials for the Spring suit.

Satin, wool-back satin and cashemire de soie suits, either hand embroidered or trimmed with wide braids, have been big sellers..

The semi-fancy suits have small touches of color on the coat. Pipings in self color or narrow bands of satin are also approved trimmings. The colors are black, coat blue, navy and King's blue.

Linen suits in white and natural are showing, but very limited business has been done on them up to date, though they are expected to be fairly good later.

Attractive Models in Separate Coats.

The black satin coat in styles suitable for wearing over an afternon frock, or for wearing over the evening gown, is the one that buyers are now chiefly interested in. Coats of this class are very loose and have large collars and revers, and button over to one side with one, two or three large, handsome buttons. The majority of models have the three-quarter sleeve, and handsome linings in contrasting colors of soft satin are used.

There is also a straight satin coat that is very fashionable, made with either a notched collar and plain tailored sleeves. Sometimes this coat is finished with a sailor collar, trimmed with hand embroidery, done in black, with touches of high color.



Costume of old blue cashemire de soie, finished with a bolero. The facings and collar are of cerise satin and the braid is in Oriental tones.



Smart lingerie gown elaborately trimmed with Cluny bands, Valenciennes insertion and ruffles and embroidered batiste galoons.



Suit of black wool-backed satin. The 24-inch coat has large sailor collar, with the pattern worked out with chalk-white beads. There is the fashionable band of the fabric trimming the edge of the coat and the new cut-away front effect. The sleeve shows the tendency to the bell shape, so noticable in later season models.



New lamp-shade parasol. The cover is of Empire green taffeta, with the edge put on with a row of hemstitching and a fancy fold of the silk in festoon fashion above. The handle is enameled green to match the silk.

Handsome coats with deep cape collar and cuffs of Venise lace are very fashionable. Satin cape coats, lined with bright contrasting colors, and with a shaped flange of the color around the edge and inlaid collar of the same are favored by some buyers.

Cape-like wraps of chiffon and marquisette are heavy sellers, as they are designed for wear with lingerie gowns. These are embroidered and beaded in jet and in jet and chalk-white beads

Dressy models in white serge coats are shown and have large collars, deep cuffs, and trimmings of black satin.

Both blue and white serge coats are selling, and the shapes are much the same as those above described. Black satin, combined with black and white striped satin and taffeta or with King's blue, and cerise or cherry, are used for the collar, cuffs and trimmings.

Serge coats are lined with bright-colored satins, and foulard collar, cuffs and facings, with the lining to match, are among the leading coat styles.

Pongees are shown in plain-tailored and in fancy models, and while the sale has only been moderate so far, as soon as warmer weather arrives a considerable sale is anticipated.

Motoring or steamer coats, both in double and single-faced goods, and with linings and half-linings, have sold well. These garments have regular top coat or raglan sleeves. Hoods are a new feature and are lined with bright color.

A new coat that is much thought of is the three-quarter length mannish top coat, made in man's materials. This coat is lined or half-lined, and to carry out the mannish effect has the collar of velvet and patch pockets. The buttons are of pearl or of bone, to match the cloth.

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Transparency Keynote of Waist Styles.

In all the new waists transparency is the keynote. Chiffon waists and waists of voile or marquisette are lined with net or lace. Plain chiffon waists often have a deep collar of Venise lace.

Cotton voile and cotton marquisette waists are made with small yokes and trimming effects let in of colored voile or marquisette, combined with lines of Venise, Irish, Cluny or filet laces. Hand embroidery in the same color as the trimming is often used.

Bulgarian embroidery as a trimming for white waists of voile or marquisette is growing in favor. It is used on the neck of the waist and forms a square, both back and front, and a narrower line also goes around the sleeves and end on the top in the same square effect that is used on the neck. Cluny lace is run along parallel lines to the embroidery.

All the new waists are cut in butterfly effects and the majority have round or Dutch necks and three-quarter or shorter sleeves.

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Bathing Suits.

Beach suits of brocade and tapestry silks are extensively shown. They consist of a suit, a long cape, a cap, a parasol and a handbag.

Black and white bathing suits are selling extensively in both sateens and mohairs. They are shown in black and white and navy and white dotted and striped sateen and mohair, and there is quite a run on black and white and on navy and white mohair suits.

The Pantaloon Skirt Arrives

Enterprising Retail Establishments Exhibit it as a Good Advertising Feature — A Daring Model Appears in Toronto

The "Harem Skirt" has arrived for advertising purposes at least. A very practical-looking model was shown in the Murray-Kay windows, Toronto, and other retail establishments, not only in Toronto, but different parts of the country have had "Harem Skirt" exhibitions. Naturally, much talk, favorable and otherwise, has been caused, and in Toronto the comment was rendered somewhat hysterical by the appearance of a very daring model upon the street. This garment is illustrated here.



This very extreme model of the "harem skirt" created somewhat of a sensation when it appeared in Toronto streets recently. Examples of the new garment, very much modified, and quite suitable for golf or similar outing purposes, have been shown not only by Toronto retailers, but in practically all of the larger cities.

The Murray-Kay model is made of fine quality French worsted in medium grey shade. A 24-inch coat shows the new wide collar and revers of black satin. Touches of braid and gunmetal buttons complete the trimming on the body and sleeves of the coat. The pantaloon skirt is divided to a point above the knee. At each side is a large inverted pleat stitched down also to the knee. Front and back panels, which are stitched down from the waist about 16 inches allow the same absolute freedom as if pantaloons were worn. When in a standing position and in motion, the general appearance of the regular skirt is noted on the wearer.

The skirt shown in the accompanying cut is much more extreme than that exhibited by the Murray-Kay Co. Very little semblance to a skirt remains in this garment which was worn upon the streets of Toronto by a young woman from one of the theatres.

Developed Ready-to-Wear Market by Style Adaptation

In Retail Merchandising There has Been Steady Growth in Departmental Idea — The Place of the Dressmaker not Entirely Usurped — Introduction of Novelty Lines — Future of Ready-to-Wear

(Concluded from Last Number)

IN retail ready-to-wear merchandising there was a steady development towards the departmental idea. Time was when one rack would have been sufficient to hold the garments carried in the average country store. Now it is the ready-to-wear department, located so that it may be operated to best advantage in relation to other lines such as millinery, whitewear, knitted garments, etc., and arranged so that the stock is well displayed, and every facility given the customer to examine thoroughly, try-on and make satisfactory selection. The ready-to-wear opening is made by most merchants quite as important a feature as the millinery openings. Why not? New lines represent as thoroughly the features of the succeeding season in the matter of apparel, as do the millinery creations the latest novelties in headwear.

Growth in Equipment.

From the very small equipment of the ready-to-wear manufacturer 10 years ago, to that required to-day, is a very large stride. One manufacturer pointed to a corner ten feet square in his warehouse, and stated that this space represented the scope of his industry nine years ago. He had then only two machines; to-day he has more than one hundred, all busy.

Then the machinery for production of ready-made garments had not been designed with the object of turning out large quantities at minimum expense of time and money. Each garment had to be laboriously cut according to pattern, while to-day many of a size may be cut at the same time, and reach the operators in the space that was formerly consumed by one garment. Labor-saving devices have multiplied. There are machines for applying buttons, for working button-holes, for applique work, and for many other operations which formerly required much time and added to expense, owing to the fact that they had to be done by hand.

This has been one of the large factors in the maintenance of what would seem to be exceedingly reasonable prices for very handsome garments. The work on some of these creations, if done by old methods would almost make them prohibitive for the class of trade to which they are now offered.

Introduces Novelty Lines.

The manufacturer has also made his enterprise considerably more profitable to himself as well as to the trade by supplementing his staple lines with novelty garments, which represent more advanced ideas in styles than those which were made up previously for placing business. While the merchant will always have a demand for good standard or staple designs, and is safe in preparing for that demand well in advance, he is always wide awake to the possibilities of newer lines which come, later on, nearer to the actual season and which sometimes more strikingly interpret the novelty ideas favored in Paris and New York.

This continuity of production often helps the buyer to predict pretty accurately the cardinal style features for the next season's staple lines. Thus it has been, for the last two years, the gradual changes have been somewhat easily traced, and the manufacturers and buyers have been able to agree upon those modifications which seemed best adapted to the Canadian market.

The adaptation process is quite an interesting one. It indicates good or bad judgment on the part of the manufacturer—more frequently the former, so far as the Canadian market is concerned, for requirements seem to be pretty well understood and respected.

In adopting a style, however, the manufacturer has to be sure of one thing—what will the consumer stand for? With his attention riveted upon Paris, he realizes that some radical change is taking place in styles. Years ago he did not have to follow the evolution of styles in the world's centre so closely, but now things have changed. He knows that in some practical form that style will be interpreted by the New York market, and that it is then up to him to give it approporiate expression in the Canadian market. This may all take place within six months from the time of its original appearance or it may take two years for the maximum demand to develop.

Not Always Good Judgment.

Manufacturers have not always struck it right in the matter of time. He may turn out a certain style of garment in which he has absolute confidence as to the immediate demand.

The innovation may come too late in a season, it may come at a time when other desirable styles are being tried out on a large scale, or it may come when the retailer feels that he has gone about as far as he should in one season in the matter of experimental style introduction. The psychological moment figures prominently when it comes to the launching of garments in which some radical departure is featured. The trade will either accord it an immediate reception, or treat it very cautiously for a while, and finally be compelled, by the insistent favor with which it is adopted by some larger market, to give it full scope.

Many Suggestions.

Just at the present time development in ready-to-wear manufacture has reached that stage where the producer is not without advisors. The number of retailers who go abroad frequently is ever on the increase, and they return with their own ideas concerning garment styles.

"It is something like the newspaper business," said a manufacturer. "There are men who do not hesitate to tell a publisher that his paper is no good, and that if he had it for a few days there would be some acceptable changes. In the same way, a man will come along and give the garment manufacturer innumerable suggestions. In fact we have had people suggest an entire range for their own store, just to be exclusive—but when asked if they would stand by the consequences if the lines did not sell, they immediately subsided. Sometimes a good suggestion is made, but in the majority of cases they are thrown out for the simple reason that with the man who has seen it is merely a first impression, and not a studied conclusion. In this business we have to avoid mildly speculative style tendencies as much as possible."

The Future of Ready-to-Wear.

As to the future of ready-to-wear in Canada, no man will venture a prophecy. Certainly there will be greater individuality, a greater degree of originality as manufacturers feel warranted in exercising a freer imitative in the matter of adoption or adaptation. It is already true that there are manufacturers who can point to specimen selections made abroad in which they see practical suggestions. There will undoubtedly be more of this individual effort in the future.

Few Businesses Greater than Principles Behind Them

J. E. Brown, of Revillon Bros., Gives Expression to Some Hard Facts in an Address to Merchants — Dump Heap of Mercantile Failure Full of Men Who Didn't Start Right — The Value of Demonstration in Merchandising

"ABILITY is a worthless asset if you lack patience, initiative, energy and adaptability," declared J. E. Brown, of Revillon Bros., Ltd., Edmonton, in a sound practical talk on "Business Building" to the retail merchants of that city reecntly.

"When one has decided to build," said Mr. Brown, "he first considers what the structure is to be used for, and what end it will serve—and then considers the material and the cost.

Just so with business. What are you going into business for? What kind of a business do you want, and what end is it to serve? After you have decided this point, then you can lay your plans and if you are wise you will select material in the shape of principles, character and merchandise to build with.

Few buildings are greater than their architects and few businesses are greater than the men and principles back of them.

So I would say, the first thing is to take stock of yourself and see if you are a born trader, or if your liking for trafficking is strong enough to compel you to learn its many and intricate paths.

If you think that just anybody can successfully run a business, you had better never start, for the chances are you will go on the dump heap of mercantile failure where more than seventy-five per cent. of men who start in business land.

These Men are Exceptions.

Of course a few succeed in spite of the fact that they know little of business or methods, but there are exceptions to most rules.

If you have the ability to learn the detail and principles of your trade then you have the first requisite. But ability is a worthless asset if you lack patience, initiative, energy and adaptability. These five qualities combined make proficiency and this is the quality that spells success. I mean these are the five essentials that form the foundation to build on.

The materials that go into the superstructure are absolute honesty with the public, reasonable value given in exchange for the price, the personnel of the firm and employes to be above reproach, so that every statement will carry the convictions of truth and fairness, a cool head that will not be turned by the blush of success and a resolute spirit that will stand firm when the clouds of adversity rise and threaten and the disposition that 'He who serves best rules most.'

You must be a man that can resist the thousands of temptations to take undue advantage of the public's confidence and often ignorance.

You must also have the faculty of saying no to the numerous insiduous schemes presented for the sole purpose of separating you from a part of your hard earned cash.

The Necessary Qualities.

And yet when one is catering to the public we must be courteous, suave and politic enough to radiate an atmosphere of agreeableness that will intoxicate all who come into contact with us, remembering always that the dear public is a very numerous personage with lots of needs, notions and eccentricities and that you, as a man in public business, will be called on for favors as well as wares.

You are fitted to become a merchant in proportion to the degree that you possess these qualities.

If you have but few of them and a vision not longer than to-day's gains you will be known as a storekeeper. If you have a working acquaintance with most of them you will become a merchant and if you are a master of them you are building a business that will be a blessing to your day and a monument to your name. There are new systems coming up every day, many of them emanating from professional systemizers who invent new ones as fast as the old ones are sold and exploded. Beware of them and select, after careful acquaintance with the needs of your business, the simplest system that will give you the detailed information necessary to the conduct and development of the business. I am a crank about system and approve of it, as no business is running safely that cannot be analyzed and checked to secure any information that may be wanted; but get at it the shortest way and discard all the rubbish of red tape.

Where Service Counts.

If you want to sell high-class merchandise you must locate in a large community of well-to-do and wealthy people so as to have a market for such goods. Then your store fixtures and service must all be in keeping with the class of goods kept and with the taste and desires of your wealthy patrons. The profits on this style of business will have to be larger than on the more staple lines, as style and make are demanded by this better trade and consequently the merchant's risks are greater and losses more frequent. This trade is more exacting and more appreciative also, which requires better trained salesmen of experience and more definite knowledge of goods and qualities. Such stores have to be well financed, for its patrons will not trade there if it lacks the air of prosperity.

If your aim is to sell the great popular middle classes then your general appearance and equipment must be in keeping with this idea, but never one of stinginess or restraint. Generosity must be in the air and goods and values appealing to the reason, for this is the practical class of hardy customers who are neither extravagant nor shiftless. The help in such a store should be most democratic, sensible and well informed in regard to goods. This is the trade to whom it pays best to display and demonstrate the values and uses of merchandise. These are the busy, pushing, inquiring people who are ever interested in all they see and hear. They are the toiling, thinking, producing class who want to know and make use of their knowledge.

Intelligent Help.

Here is where I want to say that the merchant who will have intelligent help to show the people the qualities and uses of his goods will get the best of the trade.

(Concluded in April 1st number.)



KNIT GOODS NEWS

Demand for Juvenile Lines

Manufacturers are Paying Greater Attention to Articles for Little Folks — Retailers Giving These Goods Larger Space in their Departments

DURING the past season many retailers have lost business in the knit goods section from many causes. One of these was the failure to place sufficiently on children's lines or inability to procure stock. Perhaps it was not so much the mistake of the buyer as the fact that general orders placed were far larger than in former seasons and entirely out of proportion to regular placing in former seasons.

Such conditions naturally led to neglect in placing children's lines sufficiently. Buyers for the section realized the importance of the demand in juvenile wear, but rather bought those lines in adult novelties that were sure of successful selling.

Buyers state that even if they did buy what was considered a fairly large amount, it proved entirely inadequate owing to the greater demand for knit goods in general and also to the fact that manufacturers did not care to work on children's goods claiming that it was unprofitable.

It is even stated that while deliveries were made on adult lines, it was found almost impossible to get shipments of children's sizes. Cost of production being almost equal to that on larger sizes and the changing of machinery involved were advanced by the manufacturer as an excuse for not filling orders for children's knit goods. They also claimed that no money was made and that they were too busy on other lines and unable to fill his orders.

Some retailers point out that at such an early date as the 15th November, last season, they found it impossible to obtain anything like a comprehensive selection. It is claimed, therefore, that retailers must have lost money even if the fault was beyond their responsibility.

New Lines Introduced.

Appreciation by the retailer of the importance of knitted sweaters, leggings, scarfs, toques, booties and infantees as well as dozens of new lines lately introduced by manufacturers, will be to the benefit of those manufacturers, who are catering to the demand for children's wear. Retailers will take advantage of their opportunities and many lessons learned last season will be remembered in placing for fall.

It is claimed that for next season buyers generally should give more attention to the individual sizes and to the range of sizes in stocking children's lines. For next season it does not seem consistent that the different conditions affecting the situation last season should deter the merchant from having a well-assorted stock this season in the children's section of the knit goods department.

No matter how large an order the buyer places on larger sizes, the demands for smaller sizes should be met. No great speculation is evident for it has been proved that each and every number stocked last season was a seller. Knit goods admittedly sell well and children's lines have become almost staple.

Another prominent feature is the assortment of sizes to carry in children's sweater coats, ponys, busters, etc., and the almost impossibilities of carrying too many sizes from the infants' coats to the misses'. Merchants will immediately claim that such a step necessitates too much stock.

Great Variety of Colors.

Prominent too, is the variety or combination of colors available and suitable for children's outdoor uses—tobogganing, skating and kindred Canadian Winter sports. National combinations, college color combinations, athletic or popular club colors and copies of the ideas as introduced in the garments worn by their elders always prove good sellers.

Even if the stock is increased to the extent of adding more numerous children's lines or an assortment properly placed, no trouble need be experienced and business will result in increased turnover and repeats long before the expiration of the usual dating terms.

Great prominence has been given the children's knit goods section in manufacturing and retailing in the United States. Manufacturers in Canada realize this and are now devoting time and machinery to competing on children's lines. Such acknowledgement is a gain to the retailer and proper development is now assured.

Months ago, the demands of the retailers showed them alive to the situation, but the impossibility of securing the necessary stock incurred a loss of business unestimated.

Development in United States.

Greater development therefore can be expected in the manufacture of children's knit goods novelties for Fall in Canada. That such conditions too, are evident in the United States, the following from "Knit Goods" shows:

A section of knit goods manufacturing which has been gradually attaining greater demand during the last few years is that of knitted garments for children and infants; in fact for all ages of juveniles. Knitted garments for children's wear is not by any means a new article, but the improvements which have been made within the last year have so popularized them that the sales at the present time are extremely large.

An instance of the way such articles appeal to buyers in the large department stores and retail



"Beaver Brand Knitted Goods

are the

Trade Winds for 1911"



The wise retailer is like the fortunate pilot who can keep the ship sailing with the winds.

YOUR customer will like "BEAVER BRAND" because our knitted goods wear well—they fit well—and besides, your sales will increase, your profits will grow with greater business.

"BEAVER BRAND" is always to be found in the front row of high-class knitted goods.

WE CAN FILL YOUR ORDER PROMPTLY

R. M. Ballantyne, Limited

Stratford, Ontario

TRADE MARK.

REGISTERED.

ASK FOR

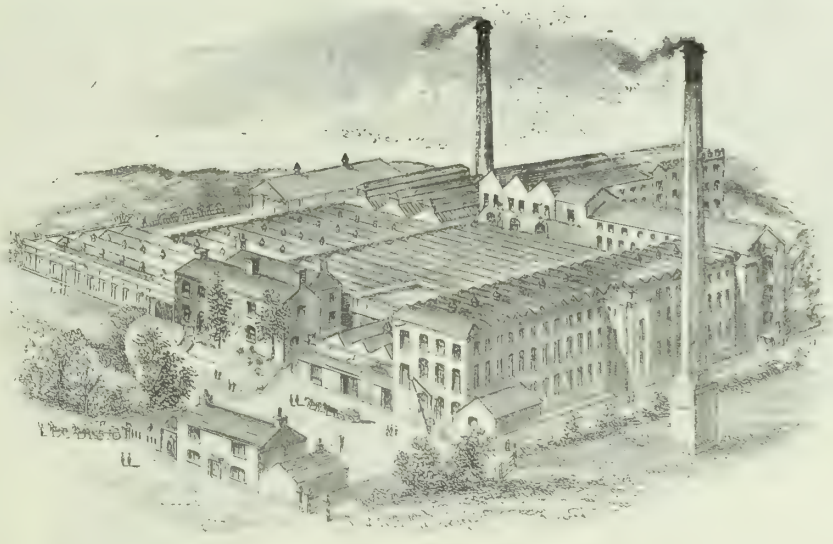
BURNLEY'S WOOLS.

TRADE MARK

REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

0½ and 00 Worsteds, &c., &c.

ESTABLISHED 1752

THOMAS BURNLEY & SONS, LIMITED

MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

AGENT:—DAVID M. CHORLTON : : 30 HOSPITAL STREET, MONTREAL

houses generally may be cited: A knit goods buyer who was paying a purely social visit in New York a few weeks ago, from her—for this knit goods buyer was a woman—home city, Chicago, desiring to purchase a few odds and ends for personal use, entered a large department store in New York City where she saw displayed to prominent advantage a line of children's knitted sweaters and other knitted articles for children's use. She was so impressed with this line that she made inquiries from the knit goods buyer of the store and on presentation of her card learned the name and address of the selling agents. To cut a long story short, this knit goods buyer immediately placed an order with the selling agents, who are located in New York, for a total shipment of sweaters aggregating nearly $6,000. Incidentally, it may be mentioned that not one of these sweaters was returned to the selling agents as not being up to sample and subsequent orders running into thousands of dollars have since been placed.

Review's Representative in the West.

David Williams has been appointed general representative of the MacLean Publishing Company in Manitoba and Saskatchewan, and he is now en route for his new field. He will visit every village, town and city of Manitoba and Saskatchewan, so that the merchants of these provinces can look forward to meeting him soon. Mr. Williams has had a wide



DAVID WILLIAMS

Appointed general representative of MacLean publications in Manitoba and Saskatchewan.

business experience, having owned and managed a large woolen mill in Collingwood, Ont., for some time. For a number of years he has been covering Ontario and the Maritime Provinces in the interests of the thirteen MacLean publications, and his practical knowledge of industrial conditions in Eastern Canada will enable him to offer some very helpful suggestions to the business men of Manitoba and Saskatchewan.

You can't go wrong

If you are handling a line of underwear that is as well and favorably known as

CEETEE UNDERWEAR

Its comfort in wear and perfection of fit and finish have created a very big demand for "CEETEE," and you have our unqualified guarantee of absolute unshrinkability back of every garment you sell.

Be sure and make provision for "CEETEE" in your next underwear order.

THE C. TURNBULL COMPANY OF GALT, LIMITED

GALT, ONT.

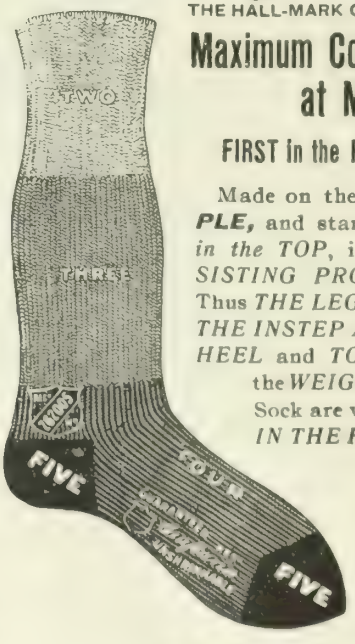
"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially



A HALF HOSE FOR HARDWEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Cut-out Stencil Designs Make Attractive Show Cards

How Unique Effects May be Obtained — Points to Observe in Cutting Out the Upper Layer and Applying it to the Back — Helpful Suggestions

(By J. C. Edwards, with W. A. Cressman, Peterboro)

DECORATORS are to-day making great use of the stencil, and it is certainly adapted to effective show card work.

In the effort to produce something different in show cards it is necessary to bring the most common place things into use. The stencil pattern is so common to-day that we have strived in this series of cards to go it one better, by imitating the stencil itself, otherwise, the reverse or negative of the stencil pattern.

In the first place the main card is cut the size you wish; in this case about a half size sheet, then



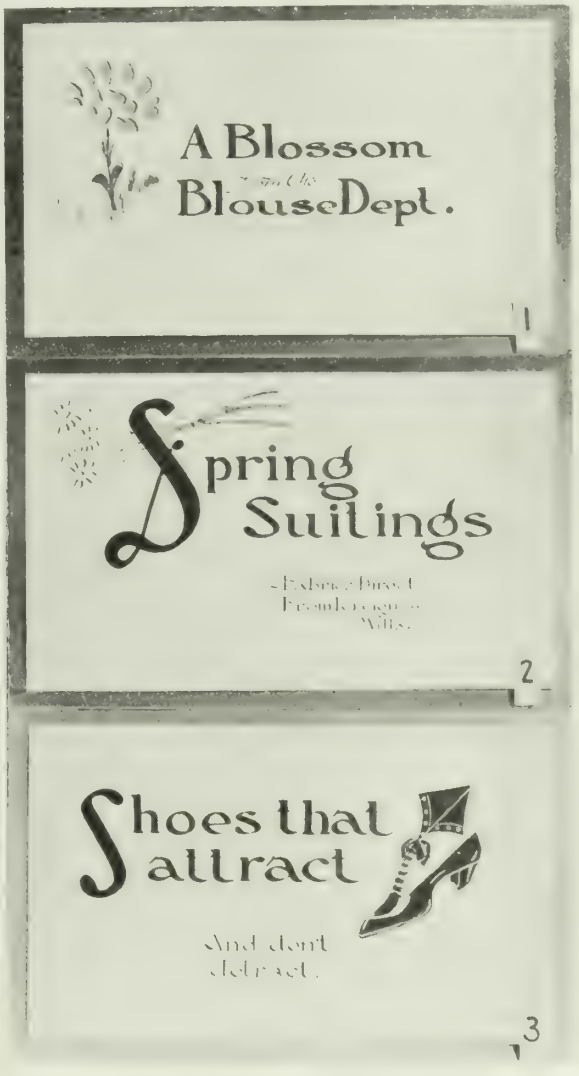
In these cards the principal letters are cut out in white card and this is mounted over black or other color, giving very unique effect.

the edge is bevelled. The top or face piece of the combination is cut slightly smaller to leave the border. This being only a stiff cover paper can readily be cut, with a sharp pointed pen knife, in any desired pattern; then a different colored paper pasted immediately behind the design, showing through in a very odd effect.

Take, for example, card No. 1 in this series. It is a light-brown card with a very light pearl grey cover which is cut out in the floral design as shown and a light tan (almost yellow) paper is pasted immediately behind. The stem is touched up with green to give it a more realistic appearance. The effect is quite out of the ordinary and should attract attention. We might state here, that the bevelling of the card is accomplished by the aid of a small bevelling plane and we think it adds more of a finished appearance to a card. The inscription on this card is in the brush stroke Roman with a No. 7 flat brush, the small lettering is produced with a No. 2 pen.

Card number 2 is somewhat different in the layout, the stencil forming a relief for the large capital. the coloring which, of course, does not show in the reproduction, is yellow for the daisies and green for the stems. This color is simply brushed on the backboard where it is needed showing through the cut out or stencil design in odd relief.

To accomplish the best results in stencil cutting an old half worn out knife is the best, providing



Striking examples of practical use to which the stencil idea may be put.

you sharpen the point to a very keen edge that cuts clean and sure. The cover paper must be cut before it is fastened to the card. In this series only the top edge is glued fast.

In reproducing card number three, the shade and the background will appear too near alike to give the proper effect. The name on this card is first written, then cut out, leaving the proper keys in the stencil to hold it together or strengthen it. Irish green is used as a shade for the lettering "Cressmans" and "Irish Linens"; the green being more in keeping with the goods advertised.

(Concluded on page 61.)

Is the Glove Guarantee Less Honored Than Broken ?

Firmness and Tact Will Do Much to Solve the Guaranteed Glove Problem — Customers' Demands are Sometimes Unjust — Large Stores Often Assume Responsibility of the Guarantee — Making Department Stand Smaller Losses

(Concluded from last number)

WITH reference to glove leaks touched on in the last number, manufacturers, wholesalers and retailers agree that the glove department might be well named "the trouble zone." Retailers assume losses that they would hardly be justified in asking the wholesaler to make good, and wholesalers maintain losses that they could not expect the manufacturer to replace. Fear of losing a customer or offending an otherwise good account lies at the bottom of all such cases.

Too liberal an interpretation of the glove guarantee seems to be the fault and it would seem that manufacturers, wholesalers and retailers have themselves to blame for unnecessary losses in this department. Dozens and dozens of gloves are returned, which do not come within the intent of the guarantee and still allowances are granted in order to please customers.

Gloves come back in all sorts of shapes, indicating that claims made are far from fair. Broken gloves of the most beautiful qualities are creased and twisted into almost impossible forms, proving conclusively that they were too small when chosen. In one particular instance a pair of gloves was ripped between the third and fourth fingers zig zag to the hem at the wrist, proving positively an inexcusable tear so far as the manufacturer was concerned. Other gloves showed mis-stitching and could easily have been repaired by the merchant or the customer.

Manufacturers are not entirely free from responsibility. They must be continually watching for imperfections which they have to contend with, differences in shapes of hands and there is also the size problem. Manufacturers do make mistakes but it is also asserted that he has often to stand the shot when merchants undertake to stretch the glove guarantee, and unjustly blame manufacturing processes.

Department Stores Assume Responsibility.

Policy does not allow manufacturers to state the numbers of their particular makes of gloves returned in a year and statistics are not forthcoming to show the losses from this source. It is stated, though, that merchants in smaller towns and cities are often the worst offenders and show the greater number of losses and returns. This is accounted for by the fact that larger merchants buying in quantities agree to assume the liability of guarantee and losses on their own behalf. Smaller merchants buy directly from the wholesalers and make claims to them for such losses and to make good the guarantee some wholesalers assume such liability.

These gloves are retailed to the customers again through the channel of the larger stores. Gloves are repaired, added to the stock of repaired gloves in the hands of large retailers, and sold for the best possible price. This sometimes accounts for advertised events, such as 25c. and 39c. glove sales.

Another feature of the glove exchange is that when wholesalers and manufacturers try to explain the injustice of the claims of the retailer, much ill feeling sometimes arises and cases are cited where anotherwise influential account has been closed. Customers have been known to transfer their account and not return for over two years to the glove department. Paltry glove controversies are responsible for such injustice. Cases are also reported where gloves returned were not guaranteed lines with the above mentioned ultimate results.

Different Interpretations.

Regarding the guarantee, different manufacturers have different interpretations but one and all are explicit regarding the matter of fitting and demand that the proper size be sold. Some manufacturers insist on the gloves being tried on at the time of purchase and if perfect and suitable their responsibility ceases.

In such instances when the damage is due to imperfections in manufacture, the gloves are subject to inspection by the manufacturer and it is also an understood thing that soiled or worn gloves are not exchanged. Exceptional latitude in the matter is due to the policy of the manufacturer, wholesaler or retailer in assuming that it is cheaper to please a customer than to lose an account.

It is not claimed that the retailer is entirely to blame but it is stated that more leniency is evident than if the retailers had to assume the liability themselves. To come directly at the matter, the kid glove business is a "ticklish one" and merchants and buyers have to be careful to know what is in stock, extreme sizes or shades and lines, which are likely to become dead stock. Glove stocks have to be cleaned up even at a 25c. pair price. Now, if some persistency were used in educating customers to the proper buying of gloves fewer losses might be reported.

Sales girls should be shown proper methods of fitting gloves and instructed to give customers such information. Watch the average customer and she will attempt to put the whole hand in a glove at once causing the material to strain. All merchants or customers should know that to put a glove on properly the fingers must be carefully worked down and then the thumb inserted.

Printed slips to this effect are kept in many departments and in most departments also information is given as to relative sizes, fitting, etc. All knowledge pertaining to such things, which customers should know, should be posted within the department or on slips, glove envelopes or cards put in the parcels. To live up to the guarantee, merchant should see that gloves are fitted within the store whenever possible.

Customers are Inconsistent.

Customers are continually returning gloves and demanding new ones when in all reason, they are not entitled to them. Such demands do not come under the actual fault of the glove and are accounted for by any of the other numerous reasons cited. Mer-

chants will agree that in nine cases out of ten such complaints are unjust.

To show the inconsistency of the customer, as well as the merchant, many instances might be cited. Women buy gloves, bring them back and maintain that the thumbs are cut wrong and therefore imperfect. Having worn them a few times a claim is made for a new pair and the same glove exactly only in another color is taken. Customers have been known to wear gloves, three weeks, wash them, and on account of some alleged break, demand a new pair.

Other cases include the good account, where it is cheaper, and really an understood thing in the office, that such customers be kept in gloves rather than offend them. Periodically a demand is made by these people that the former pair were unsatisfactory. Such gloves are replaced without question and such customers actually given gloves gratis for their good-will.

Another instance, far-fetched perhaps, but actual —for on this question truth is sometimes stranger than fiction—relates to the cleaning of the glove stock. Cases are known where merchants meet with faded or soiled gloves, which cannot be disposed of. Rip, and back they go as damaged gloves returned by customers. Such proceedings were never intended by the guarantee. Such cases are happily the exception.

Merchants Should be Firmer.

Customers have been proved unreasonable and unjust and retailers must, therefore, take a firmer stand regarding the losses from "exchanged gloves." First, insist that customers see the manager or go to the office and that no one be allowed to exchange gloves without permission.

Explanations of the guarantee, of the precautions taken in the factory and instructions that will show customers how to repair slight imperfections will be necessary. Offers to repair the gloves should be made. Tactful and firm comment on the injustice of the demand should be intelligently made. Dozens of cases are noted, where polite refusal would end the matter and maintain the prestige of the store rather than lose a customer. Live up to the spirit of the guarantee and do not trust to the liberality of the wholesaler or the manufacturer.

Some firms do not ask manufacturers to replace imperfect or damaged gloves, preferring rather to sell them at 25c a pair than to think of asking for any refund or giving cause for any misunderstandings with the manufacturers of the lines they handle and have advertised in making their department a success. A good argument, to be obliging and hold the customers' good-will is to suggest that a better pair be taken allowing the full price for the returned gloves. Such an agreement generally appeals to any customer. Then make the department stand the loss or sell the returned gloves for the best possible price during a sale or advertised event. Clean up all imperfect gloves at one time explaining the reason of the price. Glove departments will surely benefit in increased sales.

Department Stores Overcome Trouble.

In favor of such contention and in giving such advice, it is necessary to state the experiences of the large departmental stores. Different systems are in vogue and the stores adopting the most liberal guarantee seem to have the least trouble with exchanges. In the case of one store, gloves are guaranteed from 25c. a pair up and no imperfect gloves are allowed on the counters. Therefore, such exchanges as have to be made are accounted as a loss and the gloves are thrown out.

Stores which assume the liability of guarantee and buy directly from the makers, in repairing gloves and re-selling them claim to be able to replace 25 per cent. of "exchange losses." Differences between this sum and cost prices amount to much less than the manufacturer is asked to pay in replacing by perfect gloves and this smaller loss, compared with the amount of business done within most glove departments, is comparatively small.

Less Abuse Will be Apparent.

In dealing with the matter personally and whichever view is taken of the matter losses from the "exchange glove" business will be lessened all round to the retailer, wholesaler and the manufacturer. Salespeople will be upheld in their decisions that some claims for new gloves are unjustified and their efficiency, as sales clerks, not in any way lessened by overruling their decisions. By taking a firm stand, leaks from the liberality of the glove guarantee will be reduced to a minimum.

Easter selling is before the merchants and the season for the greatest turn over of gloves is at hand. Gloves handled only comprise guaranteed lines in most cases. Conservative or improved policies regarding any demands should be adhered to in exchanging gloves and the matter considered from every standpoint. Losses should be lessened and any unjust demands placed in their right category. Merchants thereby preserve the pleasant relations with the wholesaler or manufacturer, as the case may be. This was actually the reason of the liberality of all glove guarantees.

Each month many stores feature some extra advertising. Cards or some other unique plans are carried out calling attention to "events" or to interesting happenings in the store. Post cards are addressed to customers announcing a sale and giving full information. Striking typographical effects are used. Announcements of the return of the European buyers, the merits of the store, etc., are taken advantage of in the publicity schemes and forcibly placed before the store's clientele monthly.

Contests and competitions are great factors in interesting the girls and boys. Good advertisements are an incentive. Merchants conduct such schemes to enthuse young people and encourage them to talk about the store. The replies submitted, as well as photos of the winners are published in the local papers. Young people are good workers when merchants make it worth while.

W. R. Smallpeice, chairman of the Dry Goods Section, Toronto Board of Trade, and a director of the W. R. Brock Co., sailed on the "Adriatic" for England, France, Germany and Switzerland, in the interests of the departments under his charge.



Delaines Selling in City Stores

They Come in Small Patterns Similar to Those Fashionable in Foulards — Foulards and Satins Strong.

SERGES in navy and dark blues, and the tweed and home-spun suitings in black and white and grey mixtures, are the best selling fabrics in the cities' stores. Delaines come in small patterns similar to those fashionable in foulards and blue and white, green and blue and tan and fawn effects, are the big sellers. The bordered effects favored are in narrow effects, either in subdued floral spot and ring or in Oriental patterns in quiet colorings.

Now that the season is opening up there is an increasing demand for cream serges, cream worsteds and kindred fabrics. Pencil stripes, black on a white ground, are also good sellers. Black and white stripes in marquisettes and voiles are in particular favor. A particularly attractive display of these goods was made on a platform in a city dress department this week. A handsome model form made in the ordered costume department formed the central motive of the display and different effects in stripes in black and white and grey and black marquisette and voile were attractively draped and shown in connection with the model gown. The gown was of the Empire type made over pale Empire green satin and trimmed with elaborate beaded lace in black and white and jet and steel beads.

Meteor crepes, brocaded in self-colored satin bunches of flowers shown in Empire green, King's blue, cerise and chestnut brown were a novelty line displayed in one high-class dress goods department.

⊙

Foulards in the Lead.

Foulards have the lead this Spring and the large stores are making a big display. All shades of blue are the favored color, and blue and green effects are very highly thought of. Spots, stripes, rings, dots and small classic patterns are those featured in blue and white, and in two-tone effects. The high-class trade is favoring bordered foulards, chiefly in narrow bordered effects.

Next to foulards, satins are the sellers, satin duchesse, pailette, messalines and satin mousselines being the big sellers. Quite brilliant shades are showing for veiling with black. Black chiffons, voiles, marquisettes and other transparent fabrics are big sellers.

Black and white fancy silks, particularly in striped effects, are leading sellers.

As the season progresses, more interest is displayed in tussahs and during the past week the sales of this silk have been increasing. China wash silks are also doing fairly well and promise to be wanted for tailored waists and tub dresses when the warmer weather arrives.

There is a big demand for the many attractive silk and cotton fabrics to retail from 30c up. Some unusually pretty effects on poplin and crepe grounds are showing both in jacquard and in printed effects in foulard patterns.

⊙

Shortage Likely in Cotton Marquisettes.

As the selling season opens up the strong position of printed dress cottons becomes apparent. All printers in the manufacturing centres of Europe are busily employed, and the vogue of printed fabrics is assured for this season. Printed voiles, marquisettes, cotton foulards, dimities, etc., are all selling.

During the past two weeks a shortage has developed in white marquisette. This fabric has jumped into favor in all the markets of the world and it is impossible to obtain early deliveries. Cotton marquisette promises to be one of the wanted fabrics for the coming season.

While the market for staple cotton lines is in an unsatisfactory condition and buyers are taking advantage of the weak spots to force prices down to a still lower level, fancy cotton fabrics and novelties of an attractive character are fairly good sellers.

An exception must be made in favor of marquisettes and voile which are in heavy demand. Buyers are all asking for these fabrics, as garments made from them are taking a strong hold on the favor of the buying public. Converters are finding a ready sale for these goods, but are unable to obtain an adequate supply in the grey.

Printed cotton goods continue to gain in favor and as in silks the newest novelties come in bordered goods.

⊙

Serge a Popular and High-priced Seller.

Blue serge stands out most prominently among the season's fabrics. This fabric is the best seller, not only in medium, but also in high-priced lines. The garment manufacturers have chosen this as their leading fabric and the proof that their judgment was right is contained in every order.

Fancy suitings in greys, tans and black and white effects are selling well, but next to serge plain white worsteds, whipcords and crashes are the sellers.

Nine and ten-ounce cloths are being taken for suitings, but heavier cloths, weighing up to thirteen

ounces, are being taken for Summer coats. A new coat fabric introduced is woven so as to closely resemble knitted goods, and is sold under the name of aviation cloth. This is being taken up by manufacturers who make a specialty of featuring novelty goods.

Among other Spring fabrics selling are wool taffetas, soft vigoreux suitings, wool peau de soie, poplins, henriettas and French serges in the new shades of mineral, admiral blue, sapphire, Capri, Amazon, light blue, lavender and tans.

Borders the Novelty in Silks

Black and White Effects the Strong Sellers in all Classes of Fabrics — Messalines, Satins, Duchesse and Louisine Weaves for Fall.

Staff Correspondence.

Office of The Dry Goods Review,
115 Broadway, March 13, 1911.

THE strong position that silks enjoy is indicated by the fact that buyers are placing orders for Fall. Manufacturers who make for the jobbing trade and who book immense orders at close prices, have orders on hand at present that will take up to August 1st to execute. The silks ordered are messalines, satin duchesse and Louisine weaves.

Another indication of the strong position of silks is that prices rule about 10 per cent. over those of a year ago.

High-class garment manufacturers and ladies' tailors are using soft makes of black satin for suits and for tailored and wrap coats. This movement is strong at present, but as far as the suit end goes is expected to drop soon because of the fact that the weather will make a suit of this kind unsuitable.

In the Fall, however, a great revival is looked for, both in soft makes of black satins and in the felt or cloth-backed makes.

Foulards are the leading silk this Spring, and a big season for this class of silk is approaching. Bordered effects are the novelty, and the leading New York retailers are featuring many striking novelties in bordered effects. Both single and double borders are selling, but preference goes to the latter. Borders are strong in satins, chiffons and kindred materials. Special prominence is given to black and white effects in all fabrics. Leading stores are showing brocades and some striking new effects in black and white are seen.

Tussah silks are selling for dusters and wraps, and as the season opens wash silks are coming into better request.

Cut-Out Stencil Designs.

(Concluded from page 57).

Some of the readers of these articles will think we are enthusiasts in the use of fancy cards, or cards with color and novelty effects. This, however, is not so as our general run of card signs are plain black on white and seldom do we place over-fancy cards in our show windows.

When we use the fancy card, we endeavor to select a very classy, fancy card board which harmonizes with the color scheme of the window; this we letter plain and neat and perhaps add a little shade to enhance the effect, but mostly we use plain letters without any decoration whatever. Now for the reason of these articles on fancy cards. This journal reaches all parts of the trade and is read by many who would not thank the editor of this publication for an article on plain cards.

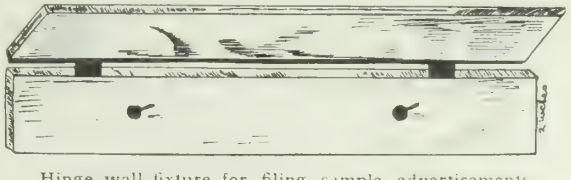
In introducing the next card, number 4, we wish to state that the idea of the immense fancy capital is a borrowed one, but the stencil part of it is original. The stencil E is cut out, and mottled cardboard, which is pasted on the back, gives it a somewhat peculiar effect. The coloring is red, yellow and green and the shading used on the balance of the inscription is a yellow, carrying out the same gaudy color scheme.

Some years ago a prominent cardwriter conceived the idea of a novel form of card which he thought would make a great hit. He thought of getting a patent on it, but decided the price and trouble was too great for all there would be in the result. As far as we know the idea was short lived as far as the practicability was concerned; however, we are going to introduce an infringement on the same here. His idea was to paint the figure of, say, a man and then cut out of cloth, pieces which would fit the spaces represented by the garments and touch these up to give the lapel effect, etc.

Now the idea we are about to introduce here is the cut out one. In card number five the picture or rather partial silhouette picture is painted in black and the upper is cut out in the same way as heretofore described, then a tan paper is pasted behind, thus showing a black shoe with a tan top. Cloth could be used in equally good effect. This card in the original is quite attractive; the border being in a dark tan shade; the lettering in plain black brush stroke and pen Roman. Try this style of card and you will be pleased with the effect.

For Filing Advertisements.

Merchants or ad. men who file advertisements, generally use blank book in which all advertisements are pasted. Others use the bound volumes of semi-yearly issues of a local newspaper, inserting the advertisements between the pages not used by their own or opposition announcements. Unique and handy device is made by combining two sticks on hinges.



Hinge wall fixture for filing sample advertisements. Easy reference is attained by this method. Size 18 x 2 x $\frac{1}{2}$ inches.

Sticks should be about 18 inches by 2 inches by ½ inch, and the one placed against the wall should have two sharp spikes projecting about an inch and a half. After the advertisement is filed the other stick keeps the sheet in place and also covers the points of the spikes. Note illustration.

A Proposition Which Puts Merchant's Tact to Test

Majority of Replies to "Review's" Cartoon Indicate That Merchants Would Adhere to Policy — Much Depends Upon Way in Which Case is Presented — Advantages of Cash Over Credit Cleverly Set Forth by Contestants

IN dealing with the problem cartooned in the last mid-month number of The Review, the merchant is surely called upon to exercise his best tact and judgment. Such an occasion as that in which a customer calls to protest against change in policy of the store shows what kind of material the merchant's backbone is made of. One word may make or mar a customer, may send her away satisfied or disgruntled.

There can be no beating about the bush, no mincing of words. Though the customer has long done business with the store, the faintest suspicion on her part that the merchant is not firm in his convictions upon his new policy may eventually bring a serious blow to the object he has in view. Laxity in one single case is a dangerous precedent.

Would Adhere to Policy.

From the replies that have been received, it is evident that the majority would adhere strictly to policy. Purposely the "customer" in this case was represented as a person of whom the merchant might reasonably be expected to make some exception. She was of a class, apparently well off, had always paid, though not very frequently in the year, and could safely be regarded as a good account. Nearly all of the merchants weighed these facts, and still saw folly in making fish of one and flesh of the other, or of leaving any opening whereby one customer might discover that another was securing better terms.

Favor Shorter Credits.

From the tenor of the replies and the enthusiasm with which merchants discuss the problem, it is evident that all are decidedly in favor of a policy making for shorter credits. The incentive for such a policy is the fact that mail order houses demand cash. The nearer cash, the better, seems to be the sentiment standing out between the lines, and every one of the replies indicate that the merchant is wide awake to the advantages accruing alike to himself and to his customer from the short credit basis of doing business.

The Review does not assume for a moment that a cast iron rule is possible in every store, or in spite of every circumstance. One merchant replies that a hard and fast course might be likened to the case of the dog trainer who worked on the theory that the same set of rules could be applied with like results to all dogs. They might work with nine dogs, but not with the tenth. The merchant who knows his business, also knows that he does not approach or handle two customers in exactly the same way. Human nature seldom bunches similar temperaments.

One Dog Might Spoil Whole Show.

Tact helps many merchants through difficulties which would dishearten others. No dog trainer is going to let one canine spoil the whole show. He will keep the cur so busy that he will not have time to brood on being a dog. The merchant whose policy stands for anything, is not going to cave in at the first difficulty. Some customers may leave him, but actual experience proves that among these people there are those who eventually admire the fact that no favors are shown.

There are very few merchants doing business on a cash basis to-day who will not say that they are carrying a few accounts upon which they can absolutely rely. This means that they have worked their system down to the finest possible point compatible with sound business judgment. There seems little excuse, however, for an individual being granted the privilege of paying only once or twice or three times a year. Such a customer as that depicted has means immediately available, and from such the merchant seems perfectly justified in insisting tactfully upon obedience to his policy.

Must Emphasize Advantages.

In dealing with a customer of this kind, the merchant should in his first statement of explanation emphasize the fact that the new policy means a decided benefit to her. He must keep the advantage to his store as much as possible in the background. It would be folly to say to Mrs. Blank: "We have a large number of accounts on our books and you have received yours among the others. This is one way



INDIGNANT CUSTOMER (to merchant who has recently decided to issue statements twice a month and insist upon his policy) —"What is the meaning of this, Mr Blank? Here I have received dunners from you twice in as many months. Haven't we always paid either at the end of six months, or at least once a year? Why do you include us in this latest pay-up plan of yours?"

we have of putting everybody on an equal footing." To such a person, a mere insinuation about "equality of footing" would come as a prick to her pride. In inaugurating a policy such as this the merchant must foresee the objections likely to be presented, and be ready for them by putting an attractive front on the proposition.

Good Practical Reply.

The reply which The Review considers entitled to first place is that of Robert N. Tomlins, Moore & McLeod, Charlottetown, P.E.I. He presents the case in good practical form, and at the outset gives the customer a good idea as to the actual cash advantage of short credit. Mr Tomlins' reply is as follows:

Since we adopted the monthly statement system we had quite a few grievances with these "slow" but perhaps "good pays." These people have come to our office very indignant at receiving a bill, and

the way we generally handle them is as follows, viz:

"Good morning" or "Good evening, Mrs. Smith," as the case may be, simultaneously giving her the proverbial handshake, and then listening to her grievance. Then, after she has finished, it is up to us, because she is certainly from Missouri when it comes to this subject.

Then we go on to say, "Mrs. Smith, your credit is just as good as ever it was, but for a long time we have been considering this monthly payment system, and, I think, when you hear our argument, regarding our change in policy, you will be convinced and agree with us we are right in what we have done.

"To begin with, we allow you five per cent. on all goods purchased and paid for within thirty days, which is a great saving to you.

"Secondly, when we have the ready cash we can buy a great deal cheaper, and as we only figure on a certain basis of profit you can very readily see you are the one who benefits by it. .

"Thirdly, and, ultimately, we find that any error that may occur, such as, for instance, goods returned and not credited, or any overcharge in price, lost packages, etc.; all these mistakes or misunderstandings can be easily rectified, whereas if they lay for any length of time, the bookkeeper, clerk and delivery man, on account of having so much detail to attend to, will, in nine cases out of ten, have forgotten all about the transaction."

In nearly every case, the above described argument has proved effective and our customer goes away pleased.

Presented an Example.

The second prize is awarded George Vickers of Barrie. He, too, has seized upon the important point of demonstrating to the customer just what short credit means, by pointing to a particular article as an example. Mr. Vickers' reply is as follows:

Note—

"Mrs. Brown: I am pleased you have called, it gives me an opportunity to explain our plan and our motive. You see we have done business for years under the same policy of giving credit, and now in the face of the great advances in the cost of all articles in our line and the increase of salaries and other expenses, we want to supply our customers with the goods at the old prices and save you the advance in cost.

"There are exceptional advantages to be had if we pay spot cash for our goods, and by selling for cash we are enabled to take advantage of these concessions which in the end mean that you save on your purchases.

"Now, as an example, here is a pair of stockings that under our old credit plan we would have to charge you 35c for, and under our new arrangement we sell for 29c; this, you see saves you 6c, and so it is with all the other articles you buy.

"We know when we explain this to you that you will readily agree with us it is the best plan. We are sorry you did not get our circular letter with our explanation, which in some unaccountable way has evidently been omitted sending with your account, as you know you would be the last customer whom we would care to have misunderstand us in any way.

"Now, Mrs. Brown, we value your patronage very much and thank you for all your past favors and kind references to our store, and hope by adopting our new plan and by asking payment every two weeks you will not be inconvenienced in the least. If it would suit you better, as you buy all your goods from us, we will make an exception of your account and render it on the first of the month, instead of every two weeks."

(Mrs. Brown's innings.)

"You see, the larger city stores are keen competitors, and by selling for spot cash they have the advantage over us if we sold our goods on credit. We want your trade, Mrs. Brown; all we can get of it, and we know by keeping up our standard of quality and striving to please you as we have done we will have it, and we hope our relations in the future will be as pleasant as in the past."

(Mrs. Brown's innings.)

"Yes, I am glad you see it that way. On the first of the month we'll send the account. Thank you. Don't forget our stocking sale Monday. Goodbye."

Excellent Statement for Letter to Customers.

The reply awarded third prize was that by Ruth Lemon, with J. P. Crockett & Co., Montague, P.E.I. Here is a good, practical, straight-from-the-shoulder reply to the proposition. Such a statement as this would be an excellent one for any merchant to embody in a letter or circular inaugurating a change in policy. The only fault to be found with it as a personal statement from merchant to customer is that it is a trifle formal. The statement is one that would impress itself upon the customer's thought afterwards, but probably would not determine one way or the other, while in the store. Miss Lemon's reply follows:

Madam, we are very sorry if our new policy in dealing with charge accounts does not meet with your approval. We are not making any exception in your case, as in future all our charge customers will receive a statement twice each month. We believe it to be the best policy for both customers and ourselves. It prevents many errors occurring, as the fortnightly statements recall the transactions accurately, whereas we could not remember things in accounts that are not sent out for months.

Oh, yes, your payments have been very satisfactory under our old system, but present-day merchandising demands a change in the old long-credit system. We have keen competition to meet, and partly from houses who receive the money before you have an opportunity to see the goods, and with the cash or short-term credit system we will be in a position to lower our prices, which surely is a great advantage.

We trust you will look at it in this way, as you can readily understand that charge customers have to pay more for their goods under the long-credit system than if you pay cash or short-term credit. You can see, Madam, this is to your advantage as much, if not more, than to ours.

We are glad to have had this opportunity of explaining to you and also to say that we have appreciated very much your patronage in the past and trust that our new system will appeal to you.

Other replies, indicating an excellent grasp of the proposition, were those received from J. E. Dixon, Strome, Alta.; W. J. McGowan, Morden, Man.; Jas. Barker, Wardsville; Sedley McCurdy, Lanark, Ont.; L. S. Thompson, Windsor, N.S.; T. F. Kingsmill, with T. F. Kingsmill, London; Frieda Siegner, with F. Krug, Tavistock; Anna Erly, with Geo. Vickers, Barrie; Angus McNaughton, Huntington, Que.; H. E. Isard, Wingham, Ont.; Miss Etta McAllister, with the Ross Co., Welland; Walter R. Mick, Toronto; Lawrence Harvey, Wardsville; D. G. Innes, with J. A. Grummett, Rivers, Man.; Fred T. Mann, with H. W. Church & Co., Petitcodiac, N.B.; R. G. Gilliland, Careville, Sask.; Miss N. G. Hart, with T. F. Kingsmill, London; A. S. Barr, Delahey Bros., Cobden, Ont.; J. C. Neelands, with Geo. Tumoth, Belmont, Man.; Carl H. Balcom, Bridgetown, N.S.; J. W. L. Brown, Brown Bros., Toronto; J. Brunner, with F. Krug, Tavistock, and H. W. Clark, Ridgetown.

Rea Store Changes Hands

Syndicate Headed by D. Lorne McGibbon will Completely Re-organize the Montreal Business

A Montreal syndicate consisting of D. Lorne McGibbon, J. W. McConnell and others have acquired the Montreal store of the A. E. Rea Co. It is understood that the re-organization will involve the issuing of an additional one million dollars' preferred stock, the proceeds from which will be devoted to placing the Montreal company in a strong position. Every known modern facility will be introduced.

Who the manager will be is still a secret, and although W. H. Scroggie's name has been mentioned in that connection, it is understood that the proposal to appoint the manager of a well-known departmental store in New York is being regarded with favor.

It is understood that while Mr. Rea will have nothing to do with the Montreal store, his connection with the Ottawa store will be absolute, the Montreal interests relinquishing all connection therewith.

By the new arrangement several of the old shareholders withdraw from the organization.

Spring Merchandising Booklet.

A 12-page booklet, 6 x 9 inches, entitled the "Spring Merchandising Number," has been issued by R. R. Drysdale of "The Central Store," Lanark, in launching his spring advertising.

The booklet is made attractive by the liberal use of seasonable cuts and the printing done on good quality paper, introducing a blue cover with ready-to-wear design. Pages are devoted to leading departments, general dry goods, ready-to-wear, home furnishing, hardware, groceries, crockery and glassware carried by this enterprising firm.

Pages 1 and 2 are devoted to a strong argument upon the advantages of home dealing, and the policy of the firm in allowing 5 per cent. discount for prompt payment is compared with the mail order plan of demanding cash before the goods are even examined.

While the idea of the booklet is not new, R. R. Drysdale shows originality in its general arrangement and selling arguments. A thorough grasp of up-to-date merchandising is evident.

Calgary is to be a city of large stores. Now the Hudson's Bay Co. have announced the site of their new departmental store, and the building is to be completed before the first of the year. Over one million dollars will be spent in building and equipment.

The Perth Carpet Co., Perth, Ont., has been incorporated, with $300,000 capital. The provisional directors are, J. L. Ross, A. W. Holmestead, W. L. Carr, E. B. McKenzie and E. M. Carruthers.

ADVERTISING INDEX

A
Anderson & Macbeth 9
B
Boulter, Waugh & Co. Ltd..... 5
Ballantyne, R. M., Co., Ltd. 55
Burnley, Thos. & Sons, Ltd..... 55
C
"Craftana" 56
D
Deacon Shirt Co. 45
F
Forth & Potter Co., Ltd ... 23
G
Gnaedinger & Son, Ltd. ..... Outside front cover
K
King, John & Son 34
L
Ladies' Wear Ltd. 21
Lamba 34
M
Millinery Commissioners Ltd.. ... 27
Maish, Chas. & Co. 41
Macdonald, John & Co. Ltd ..... Outside back cover
N
National Rubber Co 45
P
Priestleys' 3
Peerless Knitting Co. 17
Perrin Freres 25
Parker, R. & Co. 30
Palmenberg's, J. R. Sons 39
R
Redmond & Co 13
S
Swift, Copland & Co. 7
Singer, A. T. & Co. 15
T
Turnbull, C & Co. .. 56
W
Wrinch, McLaren & Co 29
Watson Mfg. Co. 37

TABLE OF CONTENTS

Art of display 37
Calgary's new store 15
Displays by city stores 10
Dress goods 60
Dress accessories 20
Easter backgrounds 39
Editorial 1
Fancy goods 28
Furs 4
Glove guarantee 58
Good advertising 31
Few businesses greater 53
Knit goods 54
Market built up by style adaption 52
New Express rate regulations ... 19
New York Letter 16
Pantaloon skirt arrives 51
Review's Western representative... 61
Ready-to-wear garments 13
Salesman's competition 57
Show cards ... 57



The "Gordon" Guaranteed

THE "Gordon Umbrella"

has proved its worth to the Canadian Retailer. The "GORDON" is outdistancing other manufacturers through its worth. It is closely rolled, best frame, and is made from the finest silk obtainable.

Gordon Umbrellas are real UMBRELLA VALUE. During the short time our goods have been on the market the public has become thoroughly familiarized with their uniform high quality.

There is no line so effective in drawing business for your outfitting department. The "GORDON" has made good and will not only prove a business-bringer but a profit-producer as well.

Our variety of handles is the largest and most complete in both Ladies' and Gentlemen's and are made in the tastiest and most salable materials.

It is by doing strict justice—maintaining Styles up to the very minute—keeping pace and manufacturing the best, that we won such a recognized place in the Canadian Dry Goods Store.

WE EMPLOY NO TRAVELLERS. SEND YOUR ORDERS FOR SUMMER AND FALL TRADE. GOODS FULLY RETURNABLE IF NOT SATISFACTORY IN EVERY DETAIL.

ECLIPSE UMBRELLA CO., Limited

100 LATOUR ST., MONTREAL, P.Q.

John Macdonald & Co., Limited

WHOLESALE

General Dry Goods
Men's Furnishings
Carpets and House Furnishings
Ready-To-Wear Goods

TORONTO

■ ■

THE PERSEVERING SPIRIT

has raised them steadily step by step to the position they hold to-day in the Wholesale Dry Goods Trade. Their motto always being "Onwards and Upwards," they have cultivated the habit of grasping every detail of their business thoroughly. It is conceded by merchants and buyers visiting the Warehouses of John Macdonald & Co., Limited, that not in Canada is there a better assorted stock. Visitors are inspired with admiration at the beauty of their goods and astonished at the superior value shown

IN EVERY DEPARTMENT.

■ ■

YOUR WANTS ORDERED BY LETTER
WILL BE ATTENDED TO PROMPTLY.

■ ■

John Macdonald & Co., Limited
Toronto

DRY GOODS REVIEW

VOL XXIII

NO 7



ISSUED SEMI-MONTHLY

APRIL 1ST 1911

FEATURING · FANCY · GOODS · AND · NOVELTIES



White Duck Specials

Waiters' Coats
Cooks' Coats
Barbers' Coats
Butchers' Frocks
Porters' Coats
Bar Vests
Surgeons' Gowns
Dentists' Coats
Outing Trousers
Boys' Bloomers
Aprons

Khaki Specials

Norfolk Coats
Outing Trousers
Riding Breeches
Outing Shirts
Miners' Shirts
Working Shirts
Auto Coats
Boy Scout Suits
Boys' Bloomers
Overalls

BOYS' KNICKERS, Double Front and Seat TROUSERS
OVERALLS

Robert C. Wilkins Co., Ltd.
Montreal

THE PERFECT SUBSTITUTES FOR LINEN
are

"LINNENE"

and

"LINNENE CORD"

(Linnene with a cord effect)

Ideal Washing Fabrics, which have proved immense successes in the home market and wherever shewn.

Now introduced to the attention of buyers in Canada. There, as elsewhere they should quickly outdistance in favour all other wash goods.

They are free from the crushiness of linen and drape more gracefully. In all dress shades AND EVERY COLOUR AS FAST AS COLOUR CAN BE MADE. This fastness of colour has helped to make the "Linnene" success.

THE VERY THING FOR TUB GOWNS AND CHILDREN'S FROCKS
Width, 34/5 inch Piece, 10/13 yards

STAMPED "LINNENE" EVERY FOUR YARDS ON SELVEDGE

"Linnene" and "Linnene Cord" are the productions of a leading British firm who supply the wholesale and shipping only. Patterns and the names of firms able to supply can be had from their advertising agents.

The British Textile Syndicate, 92 Market St., Manchester

You stop the leaks after you get in touch with our way.

Economy Talk
—with the—
Dry Goods Man and Milliner

WORKING up the waste products is a cardinal principle in the business world today as much as conservation is the policy in national life.

Be he or she ever so wise or careful, unsalable goods will get on shelves or counter. They're there. What to do with them is the problem.

Send them here. We'll re-dye them and finish them like new. Faded, soiled, or off-color goods become once more salable stock.

Exceptional facilities in the re-dyeing and curling of plumes and feathers.

R. Parker & Co.

Dyers and Finishers
TORONTO, - CANADA

Write for Booklet and all Information

Spring Sorting Lines for Quick Shipment

To get your share of Spring Business you will want a few lines to brighten up your stock.

The importance of having the right goods at the right time is each season becoming more important. That is where you appreciate the advantage accruing from this, the largest wholesale dry goods business in Canada.

Throughout the various departments in our immense warehouse, stocks were never in finer and more attractive shape than now.

Send us a list of your wants or see our travelers' samples. Our Mail Order department will look after them promptly.

Greenshields Limited

Montreal

SPRING DRESS GOODS

Fashion Says Dresses

Take full advantage of present tendencies and push Piece Goods.

Yardage Goods Business Pays

Our Spring Stocks contain the fashionable Materials and Colorings.

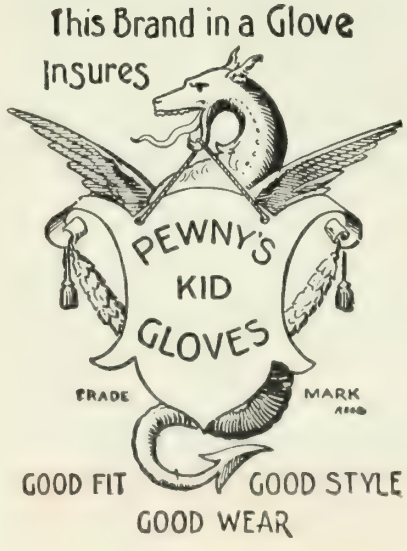
SERGES VOILES PANAMAS
HAIR LINE STRIPES SHEPHERD'S CHECKS

Let Us Know Your Wants

DRESS GOODS DEPT.

GREENSHIELDS LIMITED, MONTREAL

Pewny's Kid Gloves for Easter

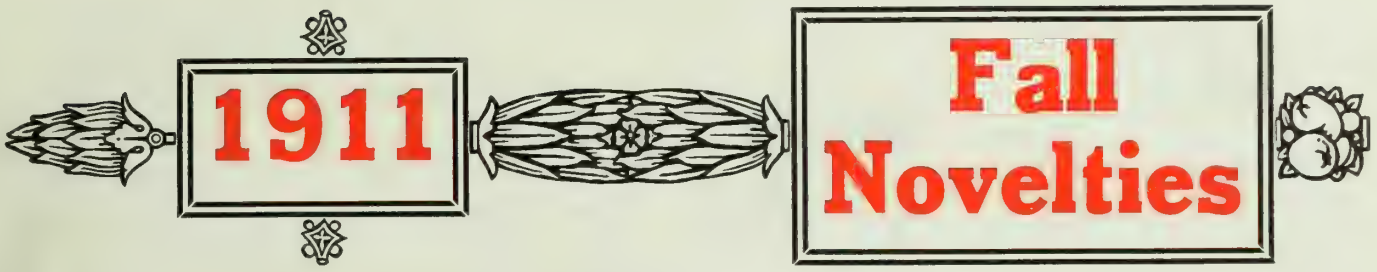


Wanted Lines
Are in Stock

SHORT KID GLOVES IN ALL GOOD SHADES
LONG KID GLOVES IN THE RIGHT LENGTHS

Let us co-operate with your Glove Department.

Greenshields Limited, Montreal



Velveteens

Velvets

Silks

Ribbons

Laces

Trimmings

Dress Goods

Cloths

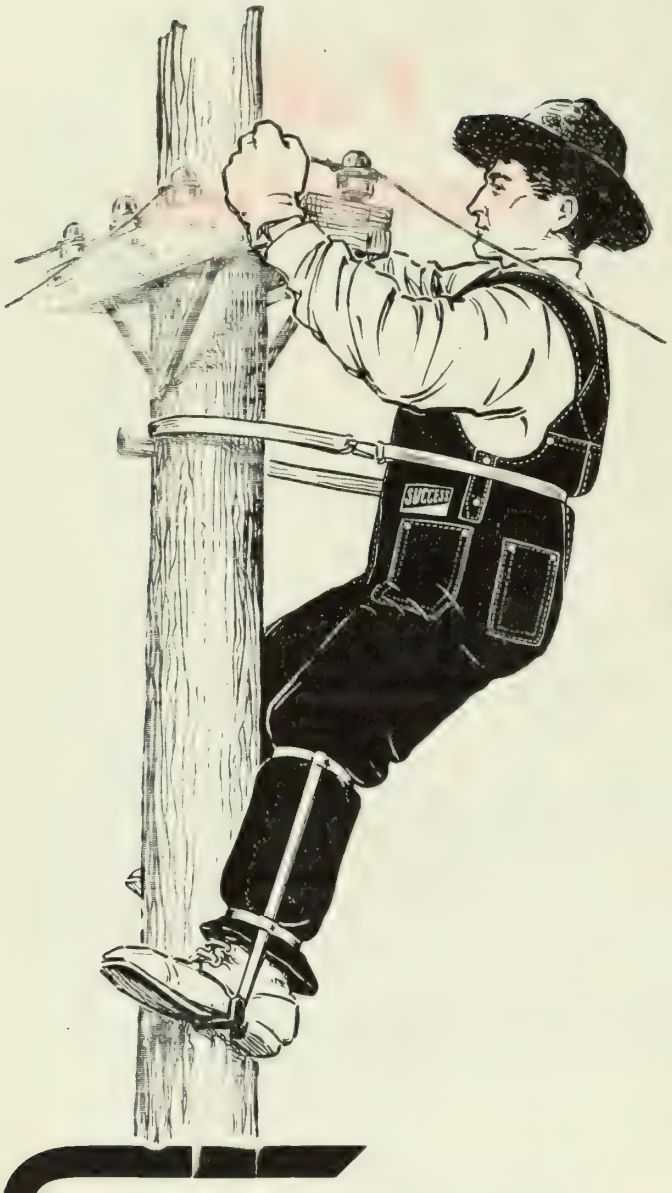
DEBENHAM & COMPANY

London, Eng.

MONTREAL
18-20 St. Helen St.

PARIS
115 Rue Reaumur

TORONTO
Cor. Bay and Wellington



"SUCCESS"

THE IDEAL OVERALL

There are so many good points to "Success Overalls" that we offer them as the best garments of the kind made anywhere.

The denim from which they are made is the very best to be had, and there is plenty of material in the garments. "Success" are cut exceptionally full, high backs, wide legs.

The "Success" is a thoroughly strong overall, double stitched throughout, strong double seams. The overalls are opened both sides, but faced so that they will not rip.

Any wholesaler can supply you. The line is complete. Overalls, Bibs and Smocks, in three weights and three colors.

The Canadian Converters' Co. Limited.
Montreal

Please mention The Review to Advertisers and Their Travelers.



MAKE THE BLACK PRINCE SHIRT YOUR LEADER

This is to introduce the Black Prince Shirt, an altogether new departure in workingmen's shirts.

¶ The material is a *black serge, with fleece back,* specially dyed fast black.

¶ Owing to our purchase of a manufacturer's entire output, we can put a grade of material in working-men's shirts never equalled before.

¶ The serge is a fast black—chemically fast—the color will not *wash out, boil out or fade out.*

¶ The very generous cut is a special feature of the shirt, no matter which way the wearer stretches there is *always plenty of room.*

¶ The Black Prince is a line that cannot be duplicated at the price, and could not be excelled in workmanship and careful making.

¶ It is an easy matter to build up a tremendous trade when your customers find you are giving them shirt value they *can't* get elsewhere.

ASK YOUR WHOLESALER OR WRITE TO US. MAKE A NOTE TO SEE ABOUT IT TO-DAY

The Canadian Converters' Co. Limited.
Montreal

Established 1832 Cable Code: Law-Bradford

Spring 1911

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

GAULT'S

"Royal" Sale of Embroideries

TAKES PLACE

May 1st to June 30th

Fresh Lots Arriving Every Week.

We Want Every Buyer of Embroideries to Call and

Prove Our Assertion

OF

Carrying the Best-Assorted Stock in Canada

Cheap Prices but Not Cheap Goods.
Your Sales Increased and Added Profits.
Wide Range of very Latest Designs.
Tons of Special "Sale Lots."
Coupons and Mill Ends to Help Draw Crowds.

If You Can't Come, see our Traveller or Send for Samples.

Everyone Knows

Gault's Embroidery and Lace Department

Gault Bros. & Co., Limited

MONTREAL



Corticelli



Spool Silk

is a business builder to progressive retailers.

CORTICELLI is not ordinary silk. It is a wonderful seller, a big favorite and a great profit producer for your customers as well as assuring you a permanent and ever increasing business in Spool Silk.

We are specializing this year in our

Knitted Silk Scarfs.

Our last year's success has proven their merit. They are made for both ladies and gentlemen in white, silver grey, black and many other colors.

CORTICELLI has won its high standing with the Canadian Retailer by supplying goods noted for QUALITY and RELIABILITY.



Corticelli Silk Company
Limited

Head Office,

St. Johns, P.Q.

ADDRESS NEAREST OFFICE:

SALESROOMS—22 St. Helen St., Montreal. 56 Albert St., Winnipeg. 24 and 26 Wellington St. W., Toronto. 91a York St., Sydney, N.S.W. 318 Homer St., Vancouver





WHITE MOHAIR

White Mohair has come to be one of the smartest fabrics employed in tailored garments for Spring Wear.

English Mohair, of course—and Siciliennes classify under the same head.

Its creamy tint is never seen to better advantage than under the brilliant sunshine of Spring.

It withstands the moisture of a humid climate better than any other fabric extant, and holds its freshness longer.

It repels dust and cleans easily when it finally does succumb to soil.

The new patterns are being sent over for Spring, 1911—white with hairline stripes of black and other colors—are especially interesting.

Has the season found you prepared?

Bradford Dyers' Association of Bradford England

Stories Tell How Sales Are Lost and Won

Incident That Shows Importance of Merchant Backing Up His Salesforce — Falsehoods Have a Habit of Coming Back — See That the Staff is Well Informed — Irritating a Customer. Overworked the Fire Sale Idea.

Back Up Your Sales Force.

EVERY merchant should be very careful that any action on his part in dealing with a customer does not unnecessarily over-ride the attitude previously taken by a salesman in the same matter.

In a men's wear store recently a customer asked to see some golf coats advertised at a price. On looking them over, his fancy fastened upon a garment priced at $3.50. The man said he would pay $3.00. The salesman pointed out that the coat was excellent value and that he could not cut the advertised price on it.

The customer went out, presumably to look elsewhere, but shortly afterwards returned. This time it was the merchant himself who waited upon him. He asked to see the golf coats, and on coming to the garment he had previously fancied, asked the price.

"Three-fifty," said the merchant.

"Can't you do better than that?" asked the man. "I'll take it if you make the price three dollars."

"Well, I guess we can let you have it at that," said the merchant, and he bundled it up.

In granting the customer his price, under these circumstances, the merchant had to a certain extent belittled his confidence in his salesman, and at the same time had established a precedent which would undoubtedly be taken advantage of by the customer and others to whom he related the circumstance.

The impression given the customer would undoubtedly be that he would make a better deal with the merchant than with his salesman.

• • •

Falsehoods Sometimes Drift Back.

There are times when salesmen are very much tempted to strain the truth for the purpose of clinching a sale, overlooking the fact that when that point is reached, no argument is better than a falsehood.

Two ladies entered a fur department and told the manager that they wished to be shown Hudson seal coats. He brought out several garments, but nothing seemed satisfactory. The ladies were on the point of leaving, when he said: "Just a minute; I have a coat here which I put away for my wife a few days ago. It is a beauty, though the price is $20 higher."

The ladies liked the coat; the assertion that the head of the department had selected it himself for his wife had a decided effect. They took the coat, paying for it $15 more than was quoted on the other coats, but with the understanding that they might return it in three days if they did not like it.

Now the coat they bought was selected from the lot they had been looking at, was in every respect similar, and had not been selected by the salesman for his wife. He congratulated himself upon his resourcefulness, but two days later the lady returned with the coat, protesting that her neighbor had bought one exactly like it at that store for $15 less. The neighbor had told her moreover that she knew the manager's wife well and that she had bought a new Persian lamb coat about two weeks previous.

Thus the lie floated back to the place where it originated and the coat also was returned. Little things like this help to seriously injure the store's reputation.

• • •

Easy to Spoil a Sale.

In every store, no matter how small, it is important that members of the staff be posted in the advertising, in the location of the different sections, and in other matters which customers should know about.

When a lady entered a fair-sized store the other day and asked the man who was apparently performing the duty of floor walker, where a certain article was being demonstrated, he could not give her the information. He hustled over to a salesman who was waiting on a customer, and asked him for the information. It was necessary for the clerk to step aside for a moment in order to direct the floor walker.

In a well regulated store this sort of thing will not be tolerated. The man whose duty it is to make customers welcome should know all that is to be known about everything in that building from furnace to skylight. That floor-walker might have spoiled a sale by butting in upon the salesman. The latter may have brought his customer along to a point where her decision had practically been made. A little inattention and the sale is lost.

The wise merchant will insist upon every member of his staff being well-informed upon every feature that has to do with selling of the goods.

• • •

Fire Sales While You Wait.

There is not much fiction in running a dry goods store but some of the stories that are given the stamp of fact would seem to more properly belong to the imaginative class. There are tricks in every trade, some being less legitimate than others.

It is told of one city store, famous for its slaughter sales, that it could obtain fire damaged goods for fire sales on incredibly short notice. Fire sales always draw the crowds and the plan adopted by this merchant was about as follows: Having secured at a price, special fabric stocks, these goods would be stored in the basement and the ends scorched by means of a lighted candle, or otherwise discolored, dampened, or made to suggest that it had passed through fire. The goods would then be advertised as slightly damaged, and would be rapidly cleaned out at a fair profit.

This practice worked well for some time until members of the staff, leaving from time to time, did not hesitate to divulge the secret of these made-to-order fire sales.



THE PATTERNS THAT SELL

There are many more McCall Patterns sold than of any other make. There are more merchants handling McCall Patterns than any TWO other makes—over 11,000.

This is because McCall Patterns are not only the best advertised and best selling patterns in existence—they ARE the best patterns—for forty years first in style, fit and simplicity.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern establishment in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States dealers.

Write for samples and terms. There is no obligation.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 to 246 West Thirty-Seventh Street, - NEW YORK CITY

CHICAGO SAN FRANCISCO TORONTO, CANADA

Not in the Trust. No Connection With Any Other House.

K 69
BALBRIGGAN UNDERWEAR

YOU need this line of men's underwear. It brings you good profits, many friends and pleasant business relations.

Sells for fifty cents the garment, a good bit of which goes to the profit account, and the purchaser always calls again.



IF A SAMPLE WOULD INTEREST YOU,
DROP US A POST-CARD

JOHN M. GARLAND SON & CO.
OTTAWA, CAN.

CASH'S

Colored Wash Trimmings

The most desirable trimmings for Ladies' Blouses and Children's Summer Wash Dresses. Made in large variety of designs and *guaranteed fast colors.* They are widely advertised and no embroidery stock is complete without them.

SAMPLE CARD AND PRICE LIST
CAN BE OBTAINED FROM

J. & J. CASH, LIMITED

(of Coventry, England)

SOUTH NORWALK, CONN., U.S.A.

Montreal Office: Room 42, 301 St. James Street

Send for Sample Cards and Information to our Montreal Office, or Toronto Agent, Wallace McIntyre, Empire Building, 64 Wellington Street West, Toronto.

British Columbia Agent, H. A. J. Chapman, Box 448, Victoria, B.C.

THE SIGNAL SUCCESS OF ABEL MORRALL'S BAYONET POINT HAT PIN



IS DUE TO ITS POINT, WHICH LEAVES NO UNSIGHTLY HOLES AND DOES NOT SLIP OUT OF PLACE

MANUFACTURED AT REDDITCH. ENGLAND. LONDON-GRESHAM ST MANCHESTER-17 PICCADILLY.

Obtainable

From All Canadian Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills

Glasgow, Scotland

350% NET PROFIT



This Rack Free

From handling the most profitable

SIDE LINE

A Drawing Card for Your Customers. Require Only One Foot of Space.

1000 beautiful embossed, colored and gold stamped

Picture Post Cards

consisting of over 100 varieties of Valentine, Easter, St. Patrick, Birthday, etc., for only $8.50

And One Revolving Display Fixture FREE.

We make this offer to only 25 Wide-Awake Merchants to advertise our Cards. Order NOW.

Illustrated Post Card Co., 334 Notre Dame West, **Montreal**

"Old Bleach" Linens

Have Never Changed in Quality

Because they are made by the same old process that was used in the days of our Grandparents.
"Old Bleach" Linens have all the strength of fibre and all the snowy whiteness that are given by sun and air alone. No chemicals are used in the manufacture of "Old Bleach" Linens and absolutely no dressing is used in finishing them.

The Words "OLD BLEACH" on Every Yard

SOME OLD BLEACH LINES

TOWELS, TOWELLINGS, DIAPERS, PILLOW AND EMBROIDERY LINENS, ART LINENS IN FANCY WEAVES, DRESS AND SHIRT WAIST LINENS.

Write for Booklet and Prices

R. H. COSBIE - IRISH LINEN AGENCY - TORONTO

The W. R. Brock Company. (Limited) TORONTO

Have Just Passed into Stock

The Season's Overmakes, Sample Lengths, Jobs, and Seconds of a Large Print Works---comprising

55,000 YARDS
36-inch Printed Cambrics

Mostly Shirting and Blouse Patterns. Regular Retail Price, 15c. to 25c. per yard.

For quick clearance and immediate delivery to the Trade, 10c. per yard.

On account of there being so few pieces to a pattern, it is impossible to show samples of these.

Send for Sample Lot



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CHIEF OFFICES:

CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
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Invariably in advance.

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" half page	360
" quarter page	200
" eighth page	125
" inch	60

Team Work Will Do It.

BUSINESS men everywhere are realizing the importance of well-directed effort in behalf of their respective localities. They are converting opportunities which might otherwise have gone unnoticed.

With the growth of the national spirit and responsibility there has developed a movement which promises well for community interest. Merchants are recognizing that much more is to be gained through well organized effort than through an aloofness which only tends to make people ignore local advantages and assets.

It has always been more or less difficult in many localities to induce the best business men to take an active interest in municipal affairs. Now the time has arrived when these men must take hold if their town or city is to enjoy the progress that has brought other places to the front.

The town that stands still does not offer a very promising future for the business man. It is necessary that he instill some of his energy, his foresight, his merchandising ability into the life of his community. Progressive business tactics will do much for an individual enterprise: it will do just as much for a municipality.

A movement which illustrates one side of this question, on a broad scale, is the All-British shopping week which is now being worked up in the Old Country. Goods of British manufacture will be featured almost exclusively in the stores during that period. It will give the people an opportunity to know the merit of goods of domestic manufacture. It will afford them a means of comparison which might not have appealed to them otherwise.

A similar idea is recognized in the step taken by Toronto Board of Trade which will hold an All-Canadian week. Merchants will be asked to give particular prominence to goods of Canadian manufacture and people will be urged to give Canadian goods first consideration. Here, too, the educative value will be important. Distinctive displays of Canadian lines will be arranged by merchants, and much interest aroused by other practical and convincing arguments in favor of domestic manufacturers.

The point is this: there is hardly a place but has some especial feature which can be played up to particular advantage. If it be the retail stores, then the responsibility devolves largely upon the merchants. If it be location, again it is the merchants, plus municipal influence. If it be some exceptional event, again merchants and municipal authority should co-operate. In many localities this team work has been used to the advantage both of merchants and municipalities.

These opportunities are not denied the very small places. All need not work upon the same lines. The great point is, that it is team work that counts. Several villages within a small radius, for example, might co-operate for advantages in buying or for carrying out other plans calculated to help them solve the mail order problem. The same co-operation might be used in another direction, as for

instance, a specified shopping period in which special events could be featured. Bowmanville, for example, held an exhibition of farm produce which was very successful.

Well-directed co-operation will often cause development along lines which previously went neglected. Opportunity is making forceful appeal these days to every Canadian municipality.

It Often Pays Both Ways.

WEEKLY half holidays and early closing are again being discussed by merchants and salesmen.

Granted that it is only reasonable that merchants should shorten up the days or otherwise sanction a fair amount of relaxation during the midsummer months, the next question that suggests itself is: "How may the idea be given an advertising value?" From that point of view, the Wednesday half holiday seems to have some advantages over the shortened day.

Merchants who have tried it say that it opens the way for special morning events which may be made so attractive as to bring out the people early and give good results. These specials may be arranged under such captions as "Outing day sales," "Wednesday half day sales," "Four-hour sales" and "Merry Day Sales."

The merchant may not favor the half-holiday idea in his heart of hearts. Should he sanction it, however, he is wise if he inspires, through his advertising and general policy, the greatest possible enthusiasm therein. It is better to go the full mile sometimes than to get off at a poor half-way station. The public appreciate it when they see that a merchant shows live interest in the enjoyment of his clerks, on such an occasion as this. He thus makes them more readily responsive to any merchandising attraction that he may arrange in connection with the half holiday.

The early closing idea may also be used as a lever in advertising. People must be induced to shop early in the day in order that the doors may be closed at five o'clock sharp. Cases are known where early closing meant practically nothing.

Customers were allowed to enter after the closing hour; the fact was not properly emphasized in the papers that early closing meant early closing, and as a result clerks were dissatisfied, since it meant little or no benefit.

The Eaton store, Toronto, set a very unusual pace last year by extending the half-holiday period from May 1st to August 31st, and thereby directed much favorable comment towards themselves. This was good advertising. The Hudson Bay Co., Calgary, carried their staff in a special train 80 miles to Banff for a day's outing. This also was good advertising, and it was an appreciated breathing spell for the staff. Merchants in smaller places have done likewise. It may not pay directly in dollars and cents, but even if there be no other benefit, an enthusiastic, healthy sympathetic staff is greatly to be desired.

The Dead Level in Retail Advertising.

IN their advertising from day to day, some merchants would do well to keep in mind the deduction from Euclid, that "things that are equal to the same thing are equal to one another."

It is not an uncommon thing to see advertisements in the same paper and on the same day making exactly the same general claim, and in very superlative language. In this kind of advertising there is really no practical benefit, since it merely places upon a common level all stores adopting it. Any suggestion to that effect from another source would, of course, be distasteful to the merchants concerned. There is nothing original about it, and it hampers individuality.

It is impossible to interest customers through statements which, while true enough, may be employed without serious injury to facts by the store across the road. The advt. that is read regularly is one that cuts loose from stereotyped phrases, ignores statements that are open to argument or suggests invidious comparisons, and which talks to people about goods in such a way that they will come to buy. Such an advt. will make the most of news values.

In three papers not long ago three advertisements had the following statements about as many different stores, and on dates very close to each other:—

"This is the most magnificent opportunity ever offered by any store in this district."

"There have been other sales, but this event eclipses the best of them."

"This event will be as far ahead of others as this store is ahead of its competitors—and that is some distance."

The introductions to these advertisements were all of a superlative character, and each had unconsciously claimed practically the same thing.

To the customer of the modern store, statements which put all concerns in the same class are of no account. The merchant is judged by his progressive work in the past, and the evidences of its continuance for the future. This is best indicated, so far as advertising is concerned, by facts so straightforward, so directly applicable to his merchandising, and so usefully informing to the public that general comparisons will be absolutely unnecessary.

Nothing but discredit is reflected upon the man who treats with abusive contempt a traveler or representative of any concern doing legitimate business, who may desire an interview. It may not be possible to see the man, but the intimation to that effect need not be conveyed in such a way as practically to amount to an insult.

Traveling salesmen declare that there is one inevitable rule by which they can ascertain a man's size, and that is the manner in which he makes it known that he is displeased, or that he finds it impossible to do business with them.

There is nothing that so obscures and handicaps true personality than a disposition which is always busy making itself obnoxious to itself and others with whom it comes in contact.

How Are You Treating Your Customers ?

Have you got what they want **WHEN** they want it, or do they have to buy from out-of-town houses ?

We can supply anything in dry goods if it is to be had in Montreal.

Order through our traveller or write us direct.

We put ourselves in your place to fill the order, and the goods will be



rushed to you by return.

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

Calgary to Have Model for all H.B. Stores

Herbert E. Burbidge, Stores Commissioner, Outlines Elaborate Plans — New Structure and Equipment to Cost $1,500,000 — All Branches to be Remodelled — New Store for Vernon—An Estimate of the Canadian Merchant

HERBERT E. BURRIDGE, Stores Commissioner for the Hudson's Bay Co., has been in Toronto for the past few weeks, consulting with architects and contractors for the construction of the company's new stores in Calgary, Alberta and Vernon, British Columbia. The Calgary store will cost $1,500,000.

Mr. Burbidge, formerly assistant general manager of Harrods, London, has been intrusted with the execution of plans by which it is proposed to remodel or reconstruct the branch stores of the Hudson's Bay Company. He is a young man, has made a close study of the task before him, and approaches it with that sound practical knowledge and business experience which close association with one of London's great mercantile concerns has given him. Not only that, but he takes much inspiration from the fact that this is a young man's country.

The Hudson's Bay Company has fifteen branches with central store in Winnipeg. They are Calgary, Edmonton, Fort William, Kamloops, Kenora, Lethbridge, Macleod, Nelson, Pincher Creek, Portage la Prairie, Qu'Appelle, Vancouver, Vernon and Yorkton. In the majority of these places the original Hudson's Bay stores were the first sign of settlement and often decided definite location. Much of the interesting commercial history of Western Canada clusters about the growth of these stores. They have not always been fortunate in marking the final business heart of the full-fledged town or city, but a progressive policy of readjustment is correcting this unavoidable mistake of pioneer days.

Taking the proposed Calgary store as a model, it is evident that plans are well calculated to produce a series of stores which will in every way measure up to present and future requirements of the country in which the stores are situated.

Unique Feature in Calgary Store.

In a recent interview, Mr. Burbidge gave The Review some details of the Calgary store. It will be six storeys high, 250 ft. frontage, fire-proof construction, terra cotta front, and must be finished by Nov. 1st of this year. Among the unique features will be a concert room which will be available for banquets, wedding parties, balls, musicales and similar entertainments. There will be a separate lift and entrance for this hall. The plans also include a roof garden. From a building of this height a splendid view of the Rockies may be obtained. Among the accommodations likely to be particularly appreciated will be the baths for the exclusive use of people coming from a distance.

The arrangement of the floors, so far as known, will be as follows:—Ground floor—Men's furnishings, fancy drapery, jewelry. Second—Women's, misses, children's ready-to-wear garments and millinery. Third — Carpets and housefurnishings. Fourth—Furniture. Fifth—Stock room and mail order. Top floor—Restaurant, staff dining room and concert hall.

The foundations will be suitable for a building of ten storeys, so that provision has been made for future expansion.

The new store to be built in Vernon, B.C., will have a frontage of 100 feet and depth, 120 feet.

High Estimate of Canadian Merchants

Mr. Burbidge has been making a close study of Canadian merchandising equipment and methods, and in that connection has formed a high estimate of the Canadian merchant.

"Nothing could be more generous than the treatment that has been accorded me by Canadian business men," said he to The Review. "Notwithstanding the fact that I may be properly regarded as a competitor, merchants both West and East have assisted me wonderfully whenever I have gone to them. In one of the very large stores, for example, I desired some information upon a matter upon which they might very properly have been excused had they declined. But instead, they placed a competent man at my services, and he explained everything. The feeling in this country seems to be that there is room enough for everybody. It is not so in England.

Living Up to Opportunities.

"Do I think the Canadian merchant is living up to his opportunities? I certainly do. He has wonderful foresight, is quick to see the practical side of a question, is a close student of his people's needs and I do not hesitate to say that from him the average British merchant could learn a great deal.

Help to Advertise Canada.

"What do I think of the proposed reciprocity agreement between United States and Canada? I am not prepared to express an opinion at the present time, but I will say that it must help to advertise Canada in the eyes of other countries. If the trade of this country is of sufficient importance to induce the United States to make so strong a bid for it, other countries will also bestir themselves.

"My opinion is that British houses have not been making the close study of the Canadian market that its importance warrants. To get business and hold it they must get after it intelligently. I would not be surprised to find that there are firms who already regard Canada as in some way connected with the United States. It is impossible to know the requirements of such a thriving wideawake market as this, without coming into direct contact with it. That is the line upon which the United States is working and other countries will do likewise to a greater extent than ever before,"

Mr. Burbidge states that the Hudson's Bay Company had no intention at present of opening a retail store in Toronto or other eastern city, although inducements to do so were very strong. He also explained that Herrods, London, had no connection whatever with the Hudson Bay Co.

With Pleasure Ramsay's Announce That

Butterick Patterns Are Back Home Again

We take pleasure in informing the ladies of Atchison and vicinity that we have again placed **Butterick Patterns** on sale in our store. This store discontinued the use of these patterns several years ago after they had been here for many years. The **Butterick Patterns** are improved and are conceded to be the most popular patterns on earth. They represent the **highest art** that can be put into fashion; they are **scientifically correct** and are **guaranteed**; they are more economical than any other pattern.

OUR PATTERN DEPARTMENT is complete. You will not be disappointed in finding just what you want, as **every style** and **every size** are here.

Spring BUTTERICK FASHIONS, including 15c patterns..... **25c**

MARCH DELINEATOR.....15c copy
Regular subscription.....**$1.00** a year

We also beg to announce the arrival of Mr. Matthews, from New York, who will be here all week to interest Atchison ladies in Butterick fashions and publications and to explain to you fully their superior advantages.

Three Years Ago

Ramsay's, Atchison, Kansas,

Gave Up Butterick Patterns

for a new and (at that time) much advertised make.

After giving it a thorough trial
they have come

"Back to Butterick"

Who is the next Wise Man?

THE BUTTERICK PUBLISHING COMPANY

33 Richmond St. West, Toronto, Ontario, Canada

FLANNELETTE.

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills, and Sheetings)

are the best.

SEE "HORROCKSES" *Stamped on the selvedge every 5 yards.*

Horrockses'

Manchester and London.

Some People Unfair, but Merchant Tolerates Them. Why?

Propositions of Seamy Character Which Customers Often Put Up to the Retailer — Much Misrepresentation in Connection With Exchange and Approbation — Local Newspapers do Not Often Take Up the Merchant's Side of the Case—Instances in Which it Appeared Inadvisable to Remain Silent

MUCH is heard to-day about so-called misrepresentation in advertising or selling goods, about the unscrupulous merchant who does not hesitate to put one over on a customer and side-step the consequences. These things form no part of good merchandising; they are to be condemned absolutely.

But it is not often that some apostle of fair play stands up and distributes a few jolts among these people who frequently attempt to get past the merchant with sundry propositions of a seamy character. They "attempt" to do this, and very often succeed because the merchant cannot afford to put out his foot and trip them up. He knows he stands a better chance to "retain the account" if once in a while he looks the other way, simply because the person may have or may represent certain purchasing power.

It is not often that a merchant will say much about the numerous little meannesses that he encounters from day to day. He doesn't breathe that way to any person who is likely to pass it on. The competition that eternally besets a merchant, the prospect that some other merchant may benefit as the result of a protest which he longs to, but dare not express, often seals the lips of the retailer.

The newspapers do not often speak in behalf of the merchant on matters of this kind. They cannot very well, because of the fact that sources of information in local papers are too easily traced.

Thus it is that a merchant chooses to remain silent when he learns that a lady having an expensive coat out on approbation has worn it to a musicale or some other event on the evening before she returns it with the intimation that she does not think she will buy. The garment became more or less soiled, but does the merchant protest? Not always. Neither does he care to assert himself when the wealthy citizen chooses an overcoat on approbation, has it sent up, and returns it a few days later beautifully scented with tobacco, and probably with a spark-hole or two in one of the pockets. The wealthy citizen sends word that his wife doesn't think that kind of coat suits him. The merchant accepts it and has to stand for a certain loss on that garment.

She Spoiled this Sale.

The head of a housefurnishing department recently told The Review this story: A very well-dressed lady, representing one of the best families, entered the department the other day and asked to be shown some Oriental floor coverings. She looked them over and chose two large, beautiful rugs, to be sent up to her house in order to see if they matched her furniture. It was understood that if they did not suit they should be sent back next day. We phoned next morning about them, and then the lady stated that while she had practically made up her mind to take them, she urgently requested us to leave them with her for the day as her husband was coming home that evening and she wished him to see them. We agreed, and next morning phoned her again. A maid answered; said her mistress was not up yet, but that she had left word that we could come and take our carpets away any time. Shortly afterwards, an item in the social columns of the local paper was brought to my attention. It stated that a soiree had been held at that house the night before. We immediately sent for the rugs and had barely returned them to stock when two ladies entered. They said they had seen two beautiful rugs at Mrs. So-and-So's last evening, and asked if we had any of the kind in similar size. After showing a few, which did not seem satisfactory, we decided to show the two that had been returned. They were delighted, but, they said, Mrs. So-and-So had two exactly like them and they wished something exclusive. We could not very well give the facts of the case, and after looking at more carpets they went away; said they would call again. We were positive that Mrs. So-and-So had not only lost a sale for us, but had injured the reputation of those rugs to a certain extent. What did we do about it? Nothing. Mrs. So-and-So was wealthy, and while she had never spent much with us, it would never do to offend her.

Foresight and Tact Count.

From one year's end to the other, the dry goods merchant has many of these problems to contend with—some of them on the spur of the moment. At times it is difficult to say just where his consideration of the customer's feelings should end, and where his own interests should be personally championed. Much depends upon the customer, and foresight and inborn tact will help wonderfully.

The merchant is, moreover, continually facing propositions upon which he is made to feel that his attitude will make or mar much business for his store. He tries to dodge these hold-ups by arranging to have such matters referred to some member of his staff or firm, but this is not always satisfactory, for responsibility has a habit of finding its way back to the head.

These matters are trifling, however, when ranged alongside of the many tricky little stunts that people often attempt. A merchant will sometimes exchange an article when, according to all the rules of fair play, he should show the person the door. He will accept as true, little yarns about his goods or staff, when a disinterested party would have told the person that he or she was lying. It has even been known that faithful clerks have been discharged upon complaints, only quarter true, that were trumped up by some influential customer. A case is known where a merchant had his window trimmer change a display that was very much admired from the street, simply because an important customer declared her abhorrence of certain colors. Had he consulted his own wishes in the matter, the window would have remained.

FANCY GOODS NOTIONS and TOYS

Bags to Match the Costume

Wishbone Frames for the New Suede, Velvet and Leather Bags — Small Sizes and Cordeliere Handles Good — Black Satin Novelties

A GREAT many wishbone frames are seen among the new bags. At present this shape is a prevailing one alike for fabric and leather models. It is almost invariably accompanied by the cordeliere handle with tassels, and small and plain or long and fancy, according to the quality of the bag and the occasion for which it is meant to be used. Business-like, popular models show the narrow cord and plain finish. Dressy bags have very long cordeliere to be looped about the arm.

Along with the vogue for bright linings in coats and wraps, the contrasted lining idea has come into use for bags. Brocaded and moire linings are very good, as also are soft-looking kids, all of these being seen in shades to contrast with the outside of the bag. This is a touch which is specially good in the case of the dark-colored suede bags now being chosen to match costumes for Spring and Summer wear.

As usual, tan will be very strong from now on, but it is a tan much modified from the brilliant tones of other years.

As in gloves, biscuit shade is seen as a favorite from Paris, and a high style number here.

Velvet bags have, so far, been chiefly metropolitan in their popularity, but larger sales are confidently expected at Easter in all places. There can be little doubt of the ultimate success of these bags, as velvet in all forms continues much in demand.

In the case of the square-shaped bags, still much wanted for practical use, small frames will be noticed. On the whole, though, some large bags are being produced in new shapes. These are usually deeper and less wide than formerly. Mounts are more ornamental and include filigree effects in all shades. These handsome bags come in a wide range of soft shades. Leathers include seal, alligator in small oblong shapes, walrus, etc.

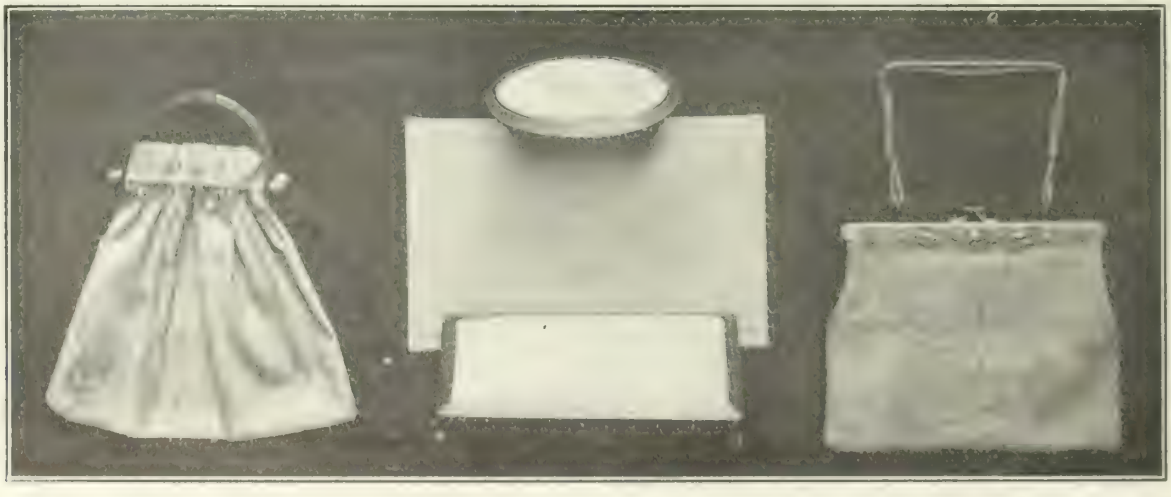
A high novelty is the black and white bag and the black satin bag, both supplied with cordeliere handles. Fabric bags of all sorts may be expected shortly, as the season opens up.

The coronation bag, a popular novelty, is selling excellently well. It is square in shape, with flap like an envelope and with dome fastener, and is supported by a cordeliere attached to the stick with ball ends which is placed beneath the flap. It comes in all shades, in undressed leather.

Dressing Cases as a Xmas Line.

Many dressing cases are being made up now for Christmas selling. These are a favorite article for presentation to men, and their popularity is assured. Novel ideas have been introduced, including a flat folding case, which packs well in a suit case or steamer trunk. Tan seems to be much wanted, and is expected to be a favorite shade. These cases range from the low-priced traveling manicure to the expensive fully outfitted case with shaving and all dressing facilities.

Small leather novelties are as usual, being preferred for holiday trade. A very pretty line of pocket photo holders is featured. Red, green and black soft leathers, moroccos and undressed leather



Crash workbag and silver-mounted handbag, also two framed pin-cushions of Liberty's design, and cover for embroidery. Shown by Boyd, Brumell & Co., Toronto.



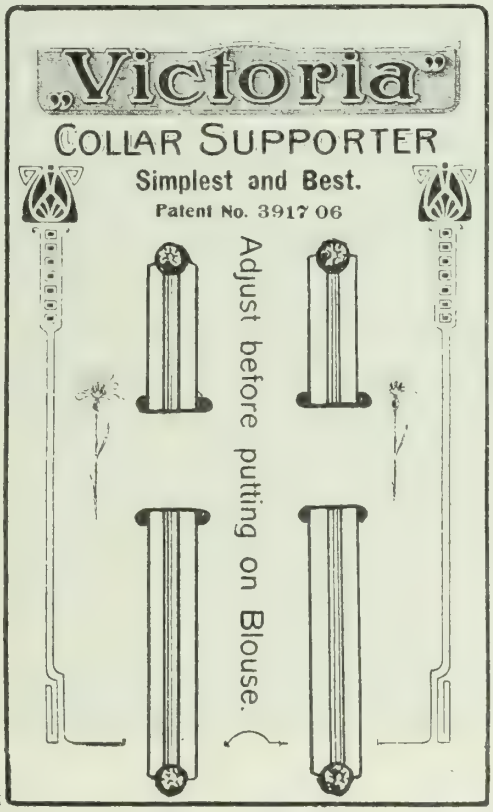
YOU NEED HAVE NO HESITATION IN RECOMMENDING THE

Victoria Collar Supporter

It is a prime favorite with every woman who has ever worn one, and is made in a variety of settings.

You can handle no line that will give more genuine satisfaction than the "Victoria," so be sure you get the name right when ordering.

Better order a supply of "Victoria" Supporters from your wholesaler TO-DAY. They are in steady demand and never stick on your shelves.



Defriez and Woodman

TORONTO
64 Wellington St. West

MONTREAL
204 St. James Street

are seen. Sometimes a special transparent protector is substituted for glass, making the whole lighter and more flexible. These holders are very seldom padded or embossed, the plain specimens being preferred. Small sizes are preferred.

Other novelties which will sell include the stirrup tie rack, the flat music case, the collapsible cup in leather case, the leather-mounted bridge indicator with dial for trump and spaces for score, the leather card-case, etc.

Belts and Belting.

Many handsome leather belts are being offered by manufacturers and wholesalers. Among these, black and white effects in stripes and bars are prominently featured. Suede belts will be the leading line for popular trade, but the narrower, glace effects, particularly as above, will be considered newer. Many of these have an astonishingly handsome tailored finish, to be retailed at fifty cents.

The half-dollar belt is now made a feature by good reliable houses, and some values that should elicit public appreciation are being turned out.

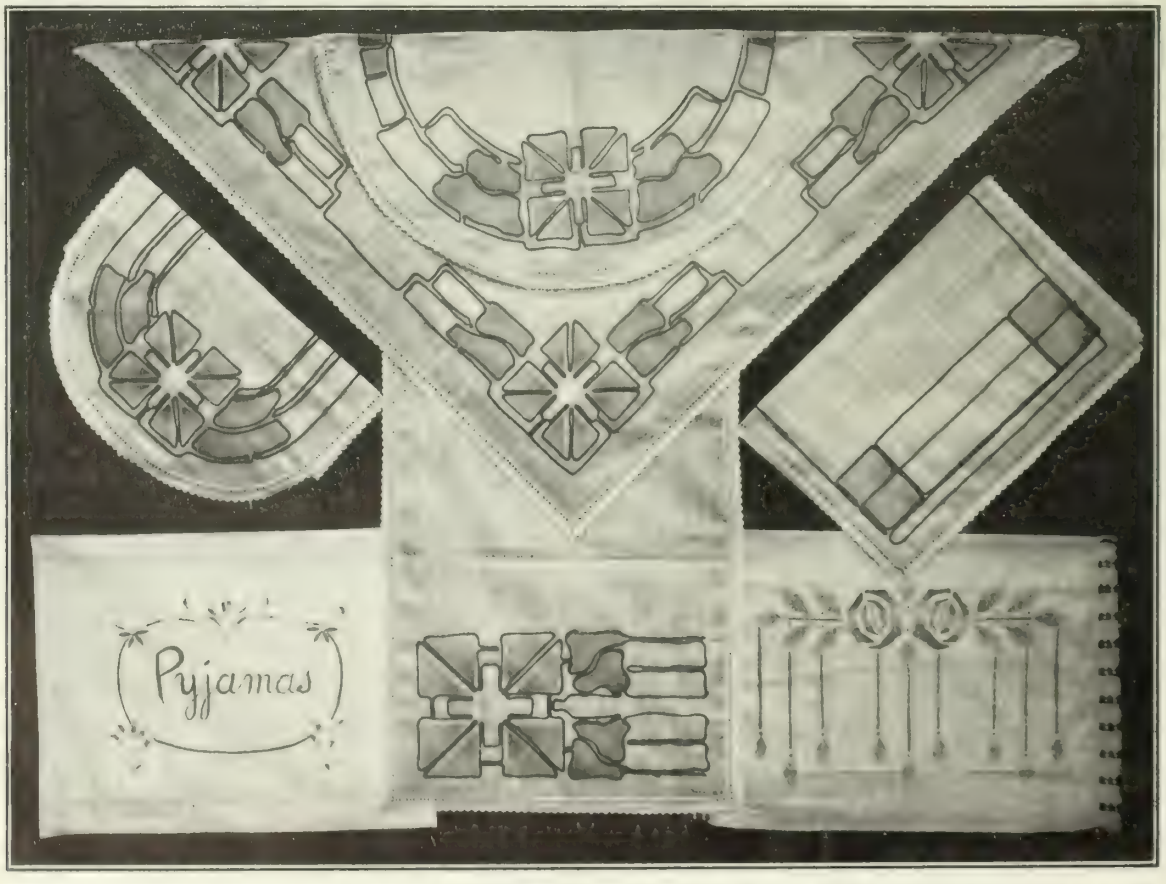
Leather and elastic combination effects appear in the dressier styles. These are very perfectly matched in color, and usually embossed, leather and fabric alike, in delicate, natural-tinted floral design, and steel studded. These belts close with buttons of leather rather than buckles, and are also button trimmed at the back. They are narrow and slightly shaped.

A very handsome line of imported elastics of the highest class was recently seen. These beautiful belts would retail, some of them, at only a few dollars, while others ran up to ten. They were of black and colored elastics with hand set steel studdings, practically indestructible, and with jewelled and steel combination effects. Some very handsome beaded numbers were included. A few were of silver or gilt elastic, the belt being of the metallic



Velvet finish leather bag in all popular shades. Lined either with silk or leather cord and leather handle. Shown by Western Leather Goods Co., Limited, Toronto.

thread, in a sort of Brussels, looped weave. All the newest color touches were seen, and some exquisite studded silver greys were particularly striking. Medallions, buckle effects, and the Polaire pattern were used.



Living-room set of covers, centre and slips in stencilling, outlined with braid on jaspe fabric. Also pyjama bag and novelty fringed cushion cover. Shown by Boyd, Brumell & Co., Toronto.

WINNERS

In meeting the various demands of the Trade our supreme desire is to supply an article that is sure to win the confidence and highest praises of the consumer.

This has been the secret of our success and we propose continuing along the same course.

FOR FALL

our Travellers are now showing a complete range of the best productions of the world's most famous manufacturers.

SILK HANDKERCHIEFS

PLAIN, INITIALS AND FANCIES

THEY ARE BOUND TO WIN

WINDSOR TIES	-	New Designs, Superior Quality.
LINEN GOODS	-	Drawn Linens, good sellers.
		Baby Irish—popular prices.
		Battenburg—best values.
CUSHION TOPS	-	New Creations.
SILKS - - -		Plain and Fancy. All Widths and Prices.

The SILKS COMPANY, Limited

24 Wellington Street West,

TORONTO.

Special Line of Juvenile Belts.

It has been found that an unshaped, narrow plain patent-leather is much wanted as a belt for Russian suits and dresses. Accordingly this belt is now offered for sale to the trade in a full range of colors and in good quality at popular prices.

Needlework for Holiday Trade

Stencillings and Embroideries --- Pen and Ink Sketches on Linen as Novelty --- Crashes, Jaspe Cloths and Burlaps.

Manufacturers of art needlework and fancy goods are now at their busiest. Few are anywhere near complete in their stock, but all are showing advance ideas which should interest the retailer who plans his Fall campaign in good time.

Stencilled effects are particularly strong, both on cushions, covers, etc., and knicknacks. Many of these stencillings are done in soft shades on crash, and crash in ecru and deep cream is the universal material for art needlework. Stencilled designs are frequently combined with braiding, usually with the latter simply used to outline the former. A very handsome effect was got in this style on drab-colored jasper cloth, the stencilling, in soft shades of green and brown, being outlined with brown cord.

A handsome living-room set appeared in style as above, the pieces consisting of scarf, two table covers, cushion covers, oblong and square. These matched sets are much in demand owing to the idea of matching rooms throughout now so much in evidence. But separate pieces come in the same styles and are, and will continue, excellent sellers where the set would prove difficult to handle.

Bonazed linens were seen with stencilled designs much as above. Bonazed cloths of all descriptions are much used this year. Next to the popular German crash ranks the old favorite, burlap, and the kindred monk's cloth and hop-sacking. Especially for cushions, these continue good staple lines, sure of public acceptance. Wood-silk embroideries in art-nouveau designs, shadow stitch and jeweled effects predominate wherever stencilling is not used. Rep is a new and popular cloth.

Some Clever New Ideas.

From the other side of the line comes a striking novelty, consisting of lifelike pen and ink sketches on brown crash. These usually depict decorative feminine heads or full figures in the latest and most swagger costumes. Some of the sketches are colored, others in regular pen and ink style. A few show conventional or floral designs. The articles so decorated include the racks, ladies' small, folding traveling companions, with mirror, powder and soap leaves and manicure, whisk-holders, hatpin holders in a variety of absolutely new styles, and every possible accessory for the dresser.



Centrepiece in long and short stitch on ecru linen. Roses in natural shades. Shown by Hambly & Wilson, Toronto.

Particularly fetching in the style mentioned was a cross-shaped holder for safety and all sorts of pins, the pins depending from specially-arranged hooks and holders round the edge of the cross.

A work-bag with hoop top was of German crash embroidered in solid stitch, art-nouveau design. A pyjama bag had the single word embroidered on it.

Many specimens of long and short-stitch will be seen during the coming season, the preferred groundwork being crash, the designs floral. Cross-stitch and braiding also appear.

SCHLOSS THE BELTMAN

"BLACK and WHITE"

ARE THE LATEST EFFECTS IN

Elastic Belts

I HAVE A FINE LINE OF THEM

Join the procession. Call or write for samples.

Louis Schloss, 621 Broadway NEW YORK

Who Reads the Paper?

Extracts from letters received recently by "The Review" from four of Canada's best Dry Goods Merchants.

The Anderson Co., Limited. St. Thomas, Ont.

"We are subscribers to your paper, and take care to have same placed in the hands of the heads of our various departments."

McLaren & Co., Limited. St. Catharines, Ont.

"The heads of our departments see 'The Review' each month."

Sussex Mercantile Co. Sussex, N.B.

"It is our policy to have journals for each department, which go immediately to the head of the department on arrival."

The Peter McSweeney Co., Ltd. Moncton, N.B.

"We take pleasure in looking through your publication, and find it thoroughly up-to-date in every respect. In fact, it is our usual custom to hand 'The Dry Goods Review' to the buyers in the different departments, thereby keeping them in touch with what is going on in the trade."

The one paper in Canada reaching Dry Goods merchants that finds it possible to give a satisfactory service to all departments of the store, and is looked upon by buyers and heads of departments as a reliable source of information.

Our Large Organization and Long Experience Make this Possible



Art needlework for 1911-12, including pinholder and whiskholder in pen and ink sketch decoration, embroidered crash workbag and ladies' travelling companion. Shown by Hambly & Wilson, Toronto



Coral necklace, silver pendant, with rhinestone; rhinestone and black and white enamel barpins, coral brooches, coral barpin and two hatpins, one of rhinestones and coral, the other of rhinestones set in mother-o'-pearl. Shown by Defriez & Woodman, Toronto.

An Easter Announcement



THE CORONATION BAG

THE REIGNING Novelty of Coronation Month and of the Spring in general is the New Coronation Bag. A regal creation, it ascends the throne of popularity.

As rich and impressive as it is new. Not a bag to be passed by, overlooked or underestimated. In short, it *commands* attention without departing an iota from the canons of exquisite taste.

Its latest shapes, its novel features, its superb effects, its ravishing colors, what it has and what it omits, its elements of character—these and other considerations make it to your imperative interest to see the goods.

Samples sent on approval. $24.00 per doz. and up

P. W. Lambert & Company

Makers of Fine Leather Novelties

64-66 LISPENARD STREET, NEW YORK

Canadian Representative: Mr. S. ABRAHAMS, 16 McGill College Ave., Montreal
PHONE UP 1849

Child's Play Apron.

A charming little novelty consists of the play apron of crash, decorated with Kate Greenaway children in Mother Goose plays, and with Mother Goose rhymes beneath. Others have little motto rhymes and children at play, modern style. These aprons button at neck and waist, and are specially designed to stand washing and wear and tear, being firmly bound with strong tape and made of durable material.

Needlework for Juveniles.

An innovation which should be much appreciated consists of cushion cover, scarfs, etc., in floral tinted designs, to be filled in with a sort of cross-stitch or open herringbone of color to match ground. This makes a very effective article at the smallest possible outlay of money and work, and the stitch is so easy that no child can fail to be able to make it. These good-looking and artistic articles sell splendidly if given a little publicity, and their advantage explained. No merchant can mistake in stocking them.

Peasant Waists for Embroidery

Special attention is called to the absoluely new waist lengths now being imported by fancy goods wholesalers. These are to be made up in the blouse-and-sleeve-in-one style, and are articles much wanted by the public.

They come in very sheer and dainty materials, with stamping round the Dutch neck and sleeves, to be embroidered in Bulgarian style, embroiderie Anglais and open-work. Firms in the cities are impatiently awaiting their arrival, as Summer is a season during which many women do the most of their needlework.

Mercerized Flosses Much Admired.

Mercerized flosses are very high in public esteem owing to their ability to stand washing. They do not need the careful handling, without which the wood-silk loses its lustre, and they are being improved upon in appearance every season. A full line in all possible weights and colors is now being shown with most satisfactory results. These mercerized flosses are durable and very silky in appearance, and delicate shades of color are procurable in dyes which neither run nor fade. The result is that the demand is increasing by leaps and bounds.

Directly after Easter, stores adopt advertising schemes which they have used to good advantage season after season. "Hour Sales," "Saturday Snaps," "Extra Specials for Saturday," Wednesday or Saturday "leaders," "Coupon Days," and other schemes are included in these aggressive methods.



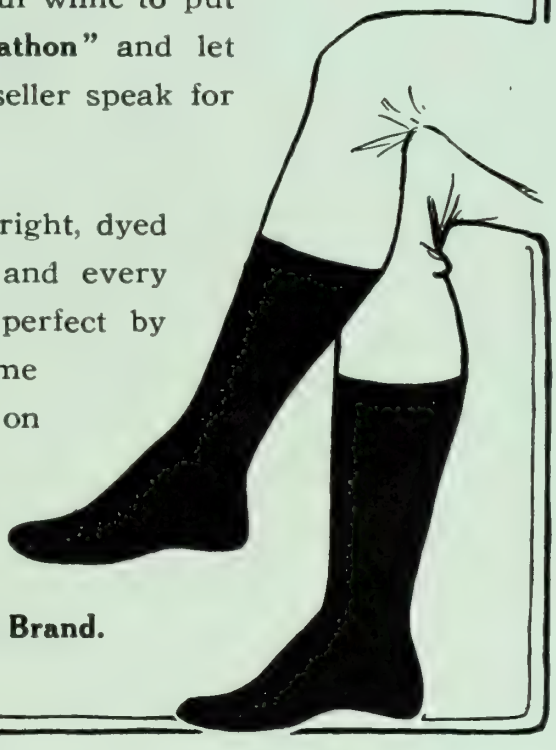
Top column of hatpins, coral, pearl and rhinestone in filigree over velvet included; necklaces and new pearls for embroidery and ruchings; flat on one side; new collar support, men's cuff sets, new puff and some popular buttons for 1911-12, including new broken check effect for tweeds, acorn shape, in metallic and celluloid combinations, dome shapes and celluloid novelties; also globular pearl buttons, with black trimming. Nearly all the above articles are stock; a few are import lines. Shown by Dieckerhoff, Raffloer & Co.

MARATHON HALF-HOSE

HAVE you in the past had trouble in getting supplied with a really satisfactory cotton half-hose at a low price?

It will be worth your while to put in a trial lot of "**Marathon**" and let its merit as a quick seller speak for itself.

This sock is knit right, dyed right, finished right, and every pair is guaranteed perfect by the registered name "**Marathon**" stamped on the foot.



Your Wholesale House carries This Brand.

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland,

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.

Hair Goods and Novelties

PARTICULAR people in all parts of Canada are placing repeat orders for the *Abeles* line of *Hair Goods*, *Hat Pins*, *Mounted Combs* and *Fancy Jewelry*.

Our line is exclusive. The re-orders tell the story of our continual success and ever increasing reputation with Canadian retailers.

We are the only factory in Canada turning out a line of 18 x 22 carat gold hand-engraved *Combs*, *Barrettes* and all kinds of *Hair Ornaments*.

Borocque Pearls, all new and in pleasing designs. There is profit in this line. Insist on *Abeles* goods and you assure yourself of complete satisfaction.

The closer retailers keep to our lines the more correct their styles will be---the more certain their profits. We gave anticipated *Hair Dress Fashions* time and again and our customers have enjoyed the advantage that has brought extra dollars to their till.

We are moving to our new warehouse where our facilities for prompt shipments will be greatly increased. Become acquainted with us when in need of novelties.

J. ABELES, Limited, 233 Bleury St.
MONTREAL, P.Q.

Novelties in Fall Handkerchiefs

The new lines of handkerchiefs for Fall and Christmas selling are being shown and the first place is given to embroidered effects. In cheap lines, neat patterns that imitate hand work as closely as possible lead. Of course, there are lace trimmed handkerchiefs in remarkably good values, but the embroidered handkerchiefs are best liked.



Irish hand embroidered handkerchiefs, showing the simple corner medallion, now fashionable. Shown by R. H. Cosbie, Toronto.

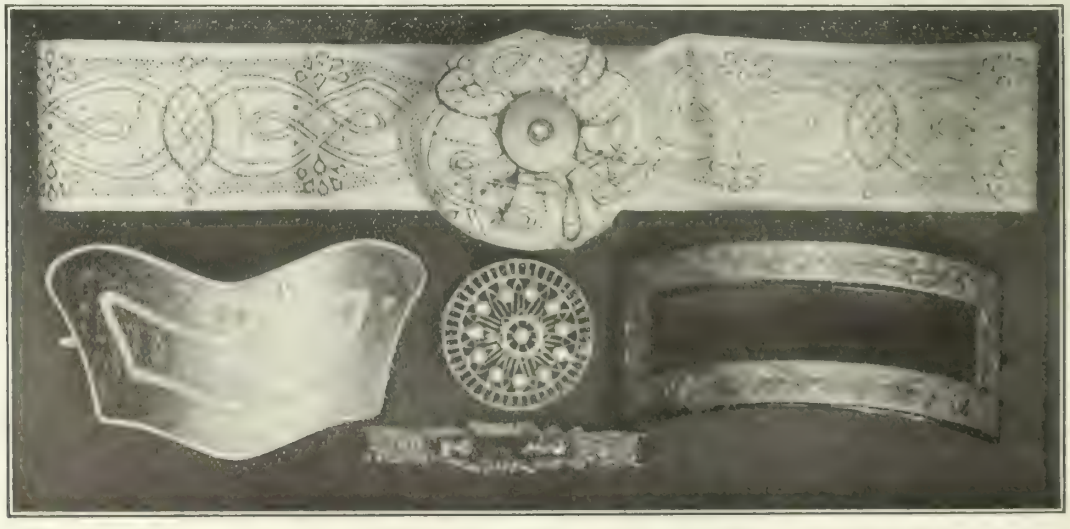
This year the idea is to have just one corner handsomely embroidered. In Belfast goods some really beautiful embroidered motifs are done on very sheer designs varying, of course, in elaboration with the price of the handkerchief. Very handsome and yet moderately priced handkerchiefs of this class done on extremely sheer linen lawn are shown in Belfast goods. Sheerness, it should be noted, is quite a feature in handkerchief lines this year.

The work on these handkerchiefs is beautifully fine, and the patterns range from the ribbon, basket and garland motifs of the Louis type, to the more dignified wreath effects of the Empire period, and slightly conventionalized modern flower motifs in calla lily, maple leaf and numerous other designs.

Hand embroidered handkerchiefs can be had all the way up to $10 each. These are beautifully embroidered on linen of almost gossamer fineness, sheer enough to slip easily through a finger ring. Very handsome handkerchiefs done on fine lawn can be had at moderate prices and are just the thing for a



The Coronation Bag, a spring novelty by P. W. Lambert & Co., New York. It is made principally in silk and tinsel tapestry, with antique gold braid appliqued in various designs. It is also made in black and colored Moires appliqued in the same manner. Comes in various shapes and sizes.



Madame Sherry bandeau for the hair; barrettes of gold leaf on white and shell respectively; hatpin of filigree and rhinestones over black velvet, and barpin of coral in platinum. Shown by Phillips & Wrinch, Limited, Toronto.



Ladies' Neckwear and Frillings

Silk Dress Girdles:

Latest Parisian styles, made up in Silk for Empire effects and cotton for Wash Goods.

Wide Black Braids:

In fancy and plain designs. Our values in plain weaves are exceptionally strong.

Silk and Braid Tassels:

Are a big feature and we are showing exclusive lines.

Frog Ornaments:

Used on suits and cloaks. See us for novelties of all kinds.

RIBBON or BRAID FRINGES in all widths and leading colors.

Moulton Manufacturing Co., Limited

CRAIG EAST & GOSFORD, - - - - MONTREAL



Our New Idea of Handkerchiefs in Packages

Is a Complete Success

It pleases customers—and it saves both retailers and wholesalers many losses, because it prevents handkerchiefs being soiled while in store and warehouse.

"HIGENA" Handkerchiefs come in **sealed packages**—one, two or three in an envelope, according to price. With each box of "HIGENA" packages there is a loose handkerchief to show quality and design.

This is the handkerchief that customers handle. When they buy, they receive "HIGENA" Handkerchiefs in the packages.

Ladies, especially, appreciate the idea of getting their handkerchiefs spotlessly clean, unwrinkled and hygienic.

"HIGENA" Handkerchiefs are made by the famous Irish house of Douglas & Green of Belfast, and come in Egyptian Lawn and pure Irish Linen.

We are helping the idea along by our newspaper advertising which also helps both retailer and wholesaler.

Here is the way "HIGENA" Handkerchiefs retail

No. 1	-	Ladies',	3 for 15c.	No. 6	-	Gents',	2 for 15c.
" 2	-	"	4 " 25c.	" 7	-	"	3 " 25c
" 3	-	"	3 " 25c.	" 8	-	"	2 " 25c.
4	-	"	2 " 25c.	" 9	-	"	1 " 25c.
5	-	"	3 " 50c.	" 10	-	"	3 " 50c.

Write us for wholesale prices and compare them with what you are paying. You will see why it pays, in actual profits, to handle "HIGENA" Handkerchiefs. We'll send you samples, too.

TORONTO
502 EMPIRE BUILDING

WALLACE & WALLACE
Agents for Douglas & Green Limited, Belfast, Ireland

MONTREAL
504 CORISTINE BUILDING

gift handkerchief when a nice article that is not too expensive is wanted. This class of handkerchief is in growing demand and each season sees an increase in the sale of handkerchiefs of this class.

Initial handkerchiefs are selling freely and no order is placed that does not include them. The demand is heavy for fancy boxes, three and six handkerchiefs in the box.

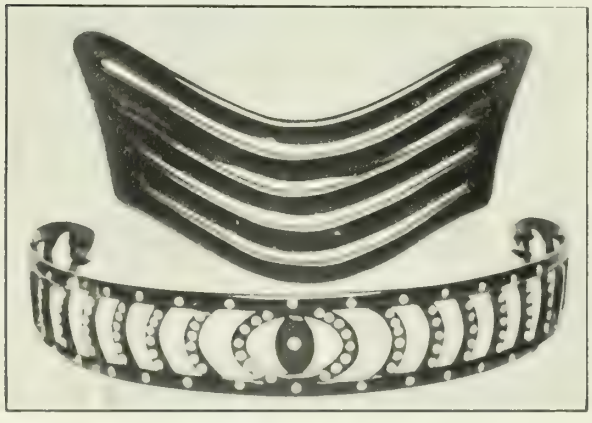
High-class stores are buying embroidered handkerchiefs with very narrow colored hems, hemstitched to the white centre. As in the white handkerchiefs, the embroidered corner is the big seller.

Ornaments for the Coiffure

The New Barrettes and Bandeaux---Outlines Straight or Only Slightly Waved---Precautions Taken with Imported Hair.

Bar barrettes, standard barrettes and bandeaux in either the plain polished shell, or set with brilliants, are being widely sold up for next season's trade.

The barrettes are larger than ever and all made smoothly, polished in simple design. The standard barrettes are designed in horizontal bars, three, four, five or six in number, and only sufficiently convex to fit comfortably at the back of the head. The bar barrette comes in slightly more fanciful design,



New hair bandeau of shell, set with rhinestones, and bar barette in polished shell. Shown by J. Palmer & Son, Limited, Montreal.

rounded or pointed downwards at the middle, but also on smooth, classic lines, either finished in a very high polish, set with brilliants or rhinestones, or inlaid with simply chased designs in gold.

The new bandeaux either rest flatly on the hair an inch or so from the forehead, or are tilted slightly in coronet effect. They are also worn under the hair at the back when the latter is arranged low on the neck or very full at the back of the head. The outline of these bandeaux, as in the case of the barrettes, is straight or only slightly waved, the designs being carried out chiefly in Greek effects, in which the Greek key pattern is strongly featured, either in the shell, plainly polished, inset with gold, or ablaze with stones, preferably Rhinestones.

Imported Hair Goods Problem.

For considerable time, at longer or shorter intervals, there have come from various quarters of the western world, denunciations of the use of Chinese hair in the manufacture of the tresses necessary for the fashionable dressing of the modern coiffure. The occasional development of a loathsome disease atttributed to the wearing of false hair has resulted in these denunciations, waxing loud for a time, and threats have been made of steps being taken to prohibit the importation of Oriental hair. Interesting as a protest against the charge, are the views expressed by a leading Canadian manufacturer of hair goods, borne out, in his case at least, by a visit to his manufactory.

"The solution of the whole matter," he said, "is for dealers to buy only from reliable manufacturers, and his advice to his customers in turn should be, 'Don't buy cheap hair.' If every dealer and every buyer would take the trouble to see the process of manufacture in manufactories where reliability is considered, they would feel that they had little to fear from hair goods sent out by that firm.

"To start with, the hair as we receive it, done up just as you see it now, is disinfected and inspected by British officials before it is allowed to leave Hong Kong. Japanese hair is similarly treated by the officials at Yokahoma. Now, you can see for yourself just what is done with the hair after we receive it here, direct from those ports."

A visit to the receiving room showed the piles of boxes from which the hair was being taken and steeped in a bleaching mixture of hydrogen peroxide and ammonia, because, since all Chinese hair is black, it is necessary to bleach it in order to obtain the correct tints of blonde and brown to match the tresses of western wearers. After bleaching, the hair is boiled in a disinfecting solution for two hours.

In another room the hair thus treated, and afterwards dried, was being separated into strands about as thick as one's little finger, and each strand tied to the end of a thin, round stick. The strand of hair was then twisted and afterwards wound about the stick and firmly tied. These were made into small bundles, subjected to another boiling, and then dried, this latter process being designed to secure a permanent wave.

The girls in a third department were employed in carefully combing out these dried strands, and by means of reels of thread and fine wire weaving the short hair into rolls, the longer into wavy strands, afterwards sown together to form the fashionable chignon, the curls in the latter being carefully brushed out, rolled and pinned into place.

This manufacturer states that while a good deal of European hair is imported for manufacturing purposes, the Oriental hair really should be the cleaner of the two, when so treated in clean surroundings, and under careful and efficient supervision, since European hair requires very little treatment to give it the color, gloss and texture demanded.

Specialization

Pays in Most Lines

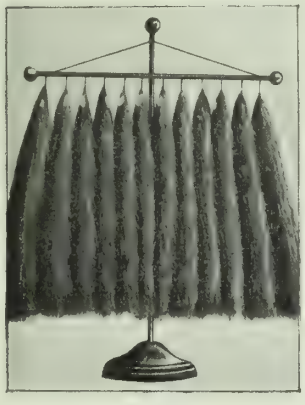
It certainly is all important in HAIR GOODS.

No matter if you want the latest in real human hair, or exceptional values in popular lines

LOOK TO US



Everything That's Good in Barrettes Leaders in Hair Nets



THIS STAND FREE

To co-operate with you in making a good showing of Hair goods for the Spring Trade, we will send you *free of charge* one of these handsome stands, for display purposes, with an order of $50.00 or over.

We would suggest the following as an order for which we could almost guarantee you a quick turnover on a very profitable basis.

1 doz. Fluffy Switches, assorted shades,	**$15.00**	1 doz. Human Hair Pads.....	**$2.00**
½ doz. Wavy Switches, assorted shades, $24.00.....	**12.00**	1 doz. Wavy Human Hair Pads.....	**2.00**
		½ gross Silk Nets, $4.00.....	**2.00**
½ doz. Puff Curls (round) $8.50.....	**4.25**	2 doz. Human Hair Nets, No. 300	**2.50**
½ doz. Puff Curls (round) $12.00.....	**6.00**	1 doz. Strand Barrettes.....	**1.50**
½ doz. Puff Curls (crescent) $12.00...	**6.00**	1 doz. Strand Barrettes.....	**2.00**

A Hair Goods Section Pays—Write us Now.

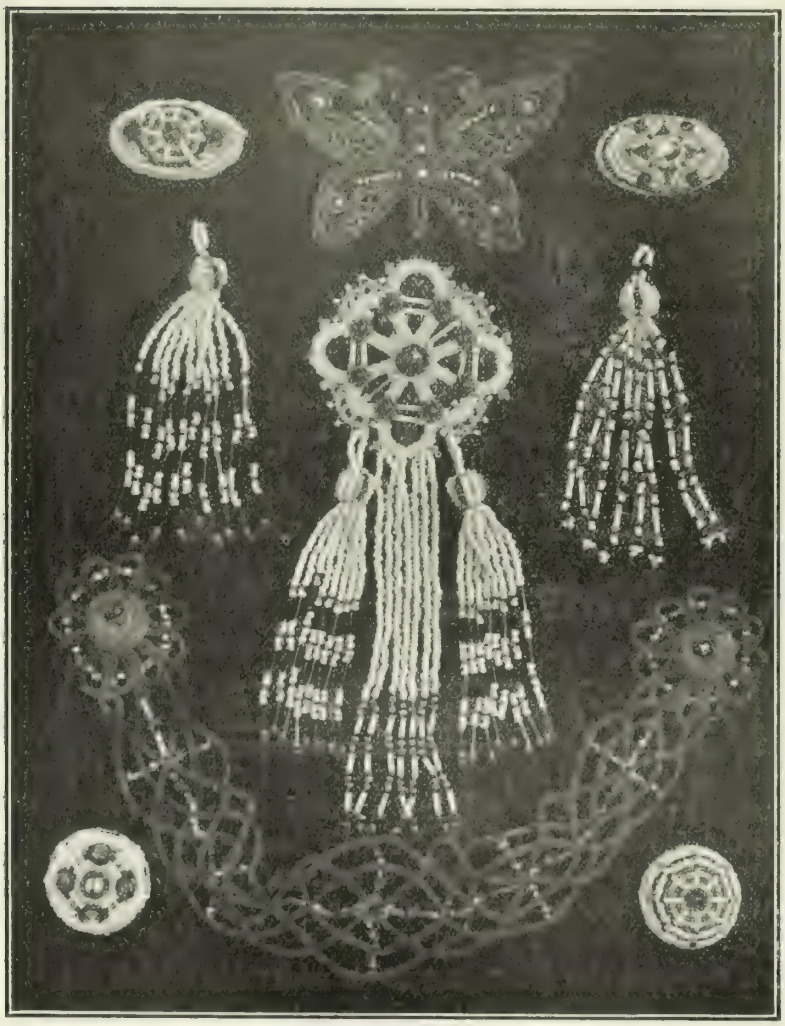
J. PALMER & SON, LIMITED

5-7 DE BRESOLES ST. :: :: :: MONTREAL

Novelties in Dress Trimmings

Beaded Effects Will Continue all Summer and Into Fall—Wide Braids, Black and Magpie, Featured on Walking Suits—The New Buttons

Beads of white china are much used on the chiffon-veiled blouses, which will be worn all Summer and well on into next Fall, with tailored suits. The china beads are newer than the porcelain, but both kinds are popular. Coral beads in small sizes are put on in precisely the same way, that is, where a French knot would be used, or in little groups to form a neat motif. The very showy, heavy effects of beading are, of course, reserved for evening gowns of the more elaborate sort, and for reception dresses. In almost all cases where the beads are used on Summer waists, the peasant shape is seen, and the motifs worked in round the Dutch neck, end cuffless sleeves, the latter being finished with piping of contrasting shade.



Buttons of porcelain jet and turquoise, with dress accessories to match. Coronation butterfly pin. New silver hair bandeau. Shown by A. Weyerstall & Co., Toronto

Some of the less elaborate beaded bandings will be used on Summer dresses, and beads which may safely be laundered are now featured by import houses. Imitation beadings on net in form of bands and allovers are excellently well taken just now.

Wide braids are the trimming feature of the Spring and Summer suits, the favored variety being of light-weight wool silk, with black and black and white as the best shades.

The New Buttons.

The buttons now showing for suits and dresses for 1911 are nearly all to be classed under one of these shapes, the globular, the dome, the acorn, and the cylindrical with concave top. These are very different from the familiar, flat buttons of recent popularity. The former come in galalith, celluloid and metallic effects.

Transparent, celluloid buttons are arranged for the insertion of the fabric of the suit, making a very pretty matched effect.

Flat buttons are still the leading line for long coats, with collar and cuffs of contrasting material, the buttons being large, plain and flat, and covered with the same material as collar and cuffs. A handsome novelty button from across the line is admirably adapted for wear with the popular, rough tweed coat. It has a large, shadowy check in full range of shades.

Buttons completely covered with tiny beads of porcelain, jet and turquoise combined were among the handsomest ac-

COIFFURA "TIDY-WEAR"
PATENTED FRINGE NETS REGISTERED
THE ONLY PERFECT-FITTING REAL HUMAN HAIR NETS
NOTE THE TIGHT HAIR
Made in all Human Hair Shades to tone with the hair of the wearer, the Net being quite invisible whilst keeping the Coiffure in place without flattening
5 Sizes R 20, Medium R 22, Large R 23, Extra Large R 24, Allover R 26, Superfine
ROSENWALD BROS., Sole Manufacturers and Patentees, London, Paris and Vienna. Makers also of every kind of Hair Nets, Hair Frames, Hair Rolls, etc.
Sole Agents for Canada DIECKERHOFF, RAFFLOER & CO., Limited, Cor. Simcoe and Wellington Sts., Toronto, and 528 St. Paul St., Montreal

Latest Novelties Leather Goods

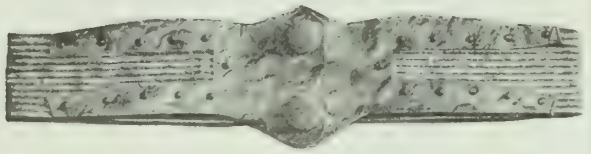


Retails for $1.00 Similar Styles up to $3.50

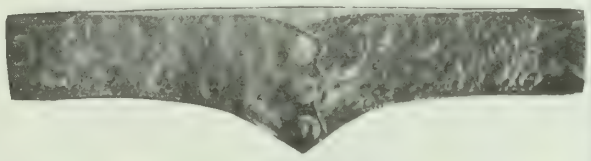
Velvet Bag

Cord Handle

Variety of Designs



Belt of Embossed Leather, with Elastic, in Floral Design



Belt of Embossed Leather and Elastic, studded with Steel

We manufacture high-grade Ladies' Hand Bags and Gentlemen's and Ladies' Purses in all popular styles.

Our Representatives will call on you.

Western Leather Goods Co., Limited

W. E. D. TIGHE TORONTO GEO. B. TOYE

A Profitable Department

You can add largely to your profit and induce a volume of new trade to your store if you are handling

E. H. Code's

SMALLWARES

and NOTIONS

Our lines are most novel and attractive, comprising a wide range of designs in HAT PINS, SIDE COMBS, BARRETTES, BACK COMBS, HAIR NETS, EMBROIDERIES, LACES and TRIMMINGS, ETC.

The profit accruing from selling the full Code line is a specially good one.

WRITE US TO-DAY FOR DETAILS.

E. H. CODE

223-225 Queen Street, - OTTAWA

THE *Christmas Lines* OF

GOLD MEDAL BRAND IRISH LINENS

for Table, Sheetings, Pillow Linens, Diapers, Towels and Towelling, Hemstitched and Embroidered Bed Spreads, Sheets, Pillow Cases, Toilet Covers, Afternoon Tea Cloths, Scarfs, etc.

Manufactured by

William Liddell & Co., Limited

BELFAST IRELAND

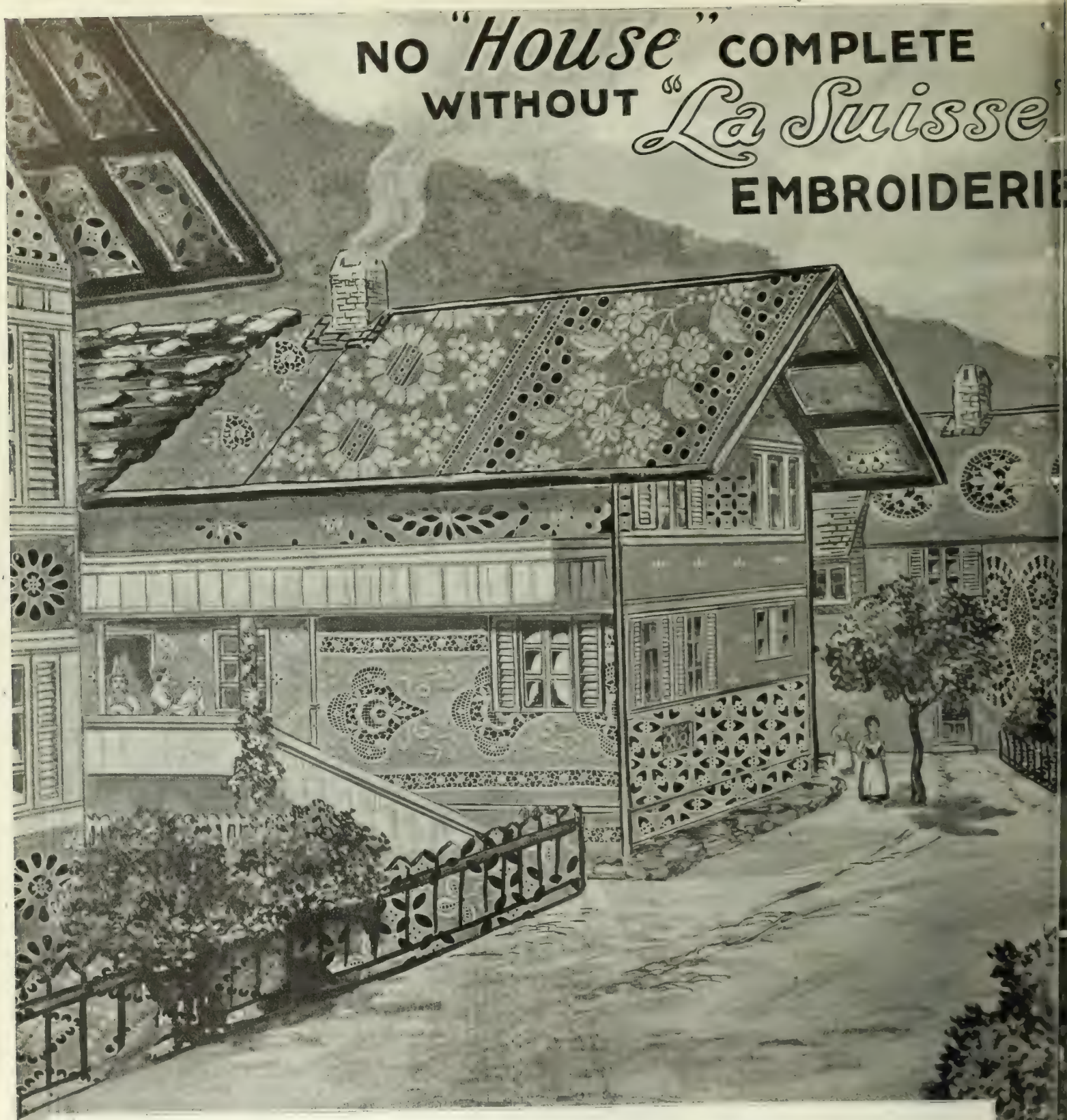
PERFECTION GIVES THEM PRECEDENCE

Materials, Texture and Workmanship, as well as original designs, all add to their distinctive quality.

R. H. COSBIE, IRISH LINEN AGENCY

30 WELLINGTON ST. W. TORONTO

Please mention The Review to Advertisers and Their Travelers.



Oppenheimer & Alder, St. Gall, Switzerland

MAKERS OF "LA SUISSE" EMBROIDERIES

The Lace Goods Company Limited

Selling Agents for Canada — 64 Wellington Street West, Toronto

Our travellers are on the road with this line


LA SUISSE
QUALITY
ART
BEAUTY

NAIAD
The Shield that Sells



—UNSEEN—NAIAD PROTECTS—

The increasing calls for the

NAIAD

DRESS SHIELD

The Purest Shield Made

is clear-cut evidence that this is the shield every dealer should keep stocked up with.

—The Odorless Shield.
—The Shield That Wears.
—The Hygienic Shield.
—The Shield Easily Cleaned
—Contains No Rubber.

The Shield that creates new customers and holds customers.

A high-class shield at a reasonable cost is what the trade wants, and it is found in the "NAIAD."

The season of warmer weather is the time of the year when Dress Shields are on largest call. Are you well stocked with the "NAIAD"? Be ready.

Sample Book on Request.

Wrinch, McLaren & Co.
SOLE CANADIAN MANUFACTURERS
77 Wellington St. W., Toronto, Can.

NAIAD
The Shield that Pleases

cessories for full dress seen this Spring. The buttons were very slightly rounded and came in oval and round shapes in full range of sizes. Bodice accessories for beaded berthe effect came in style to match exactly with the buttons. These are really advanced goods for Autumn selling.

Flat and slightly-rounded crochet buttons are seen everywhere. They are now almost indispensable as an accessory for use on waists. Satisfactory washing numbers have bone foundation, while others are of patent preparation which does not crack or smell.

The New Toys are Interesting

Character Dolls More Popular Than Ever—Great Variety of New Creations—The Aeroplane and German Industrial Processes Exploited—Animal Toys Promise Well.

Character dolls now include lifelike little images of the dress and facial characteristics of all nations. Favorites are the baby doll, cry-baby and smiling styles, the German madchen, the Indian doll, both Minnehaha and Hiawatha, the Esquimo and the various types of soldiers of all nations.

Dolls' wardrobes to go with the more expensive types include steamer trunks, hats, belts and every conceivable article of dress and dress accessory.

Mechanical toys are seen in great range of novelties. Dynamo power is used to run the more expensive of these, and almost all industrial occupations are represented. There is the waterwheel, the planing mill, the textile industry, and others too numerous to mention. The same small dynamo can be connected with any of these to run them. Ferris wheels, complete railways, with up and down-grade and full set of signals, semaphores, switches, and, in fact, every conceivable requisite of a real line. Merry-go-rounds, moving picture shows and automobiles are among the best and newest mechanical toys.

Automobiles from fifty cents up, with power from a single spring or from an elaborate engine, should be a specially good selling line in all parts of the country. Naval toys with self-running reproductions of the great liners and warships should also prove very good. Aeroplanes stand in a class by themselves. This toy will see a record sale for Christmas, 1911, and should be secured on all sides, as it is bound to be popular, and comes at all prices from fifty cents up.

Animal toys show a variety of innovations, Jacko, the new monkey, is as large as a Teddy Bear, and has the same style of coat. His limbs are operated by a complicated string system, and a clever child can make him lope along on the sidewalk in a manner deceptively life-like.

Teddy Bears are, of course, good as always, the muff styles and other novel departures from the conventional design being well received.

Brother Rabbit, with ears which can be worked by the insertion of the fingers, is another star toy.

HAIR FASHIONS ARE CALLING



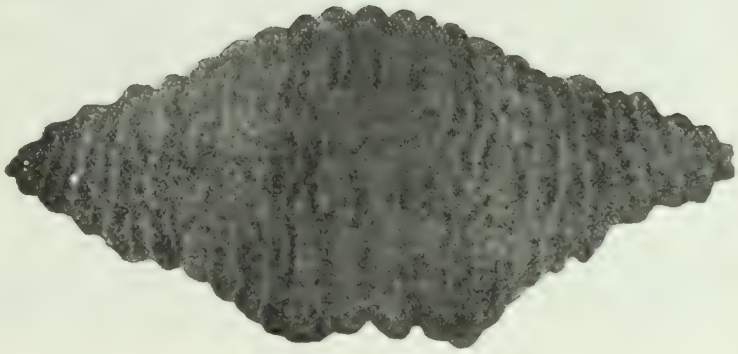
FOR THE

TURBANETTE

The Only Practical Foundation for the Latest Modes of HAIR DRESSING

Smart New Effect Obtained With the Turbanette

¶ Like all Phoenix Hair Goods, it is lightweight — correctly shaped—high-class workmanship—made of imported Mohair, with strong silk hair net covering.



Front View of the Turbanette

We are making all kinds of switches, braids, transformations, and clusters of all kinds.

The First Departments to show the Turbanette Get the BIG PROFITS

Write at Once for Samples and Prices.

Phoenix Hair Goods Mfg. Co.,

Manufacturers of All Kinds of Hair Goods and Rolls.

50 W. Houston and 153-5-7 Greene Sts., New York
Chicago Office: 708 Medinah Bldg., Leo Heiman, Representative
Cleveland Office: 38 Arcade Bldg., C. H. Deutsch, Representative

Canadian Representative: Thompson Christie, 108 St. James Chambers
TORONTO, CANADA

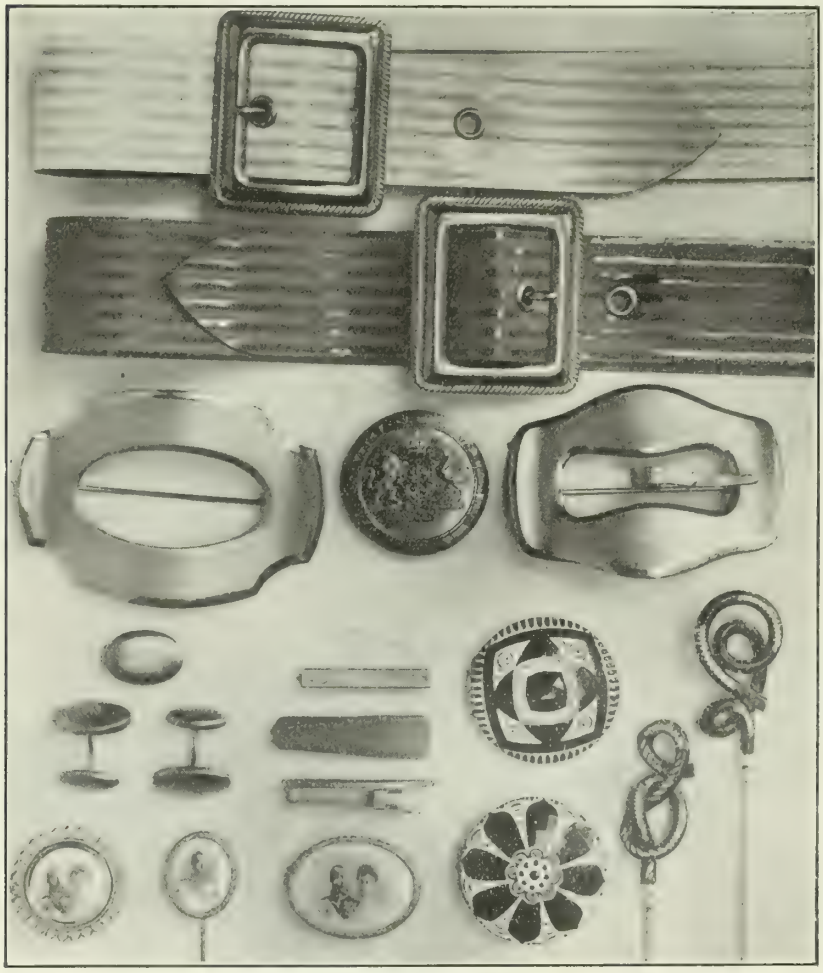
Scenes from Real Life Reproduced.

Self-moving animals and birds of tin and other metals are, as usual, seen in wide range of sizes and prices. A Punch and Judy show proves very attractive, as also do the dancing sailor, the deadbeat tramp, the amusing convivial gentleman returning home late and not two steady on his pins. Remarkable ingenuity has resulted in the production of these toys, and all sorts of little scenes from real life are shown in most convincing manner. None of the numbers described are particularly expensive.

Military and horseback toys are seen in greatly improved styles. A rubber pony with boy rider emits quite a startling whinny when squeezed. This is as perfect a model of a real horse as one could wish to see. The bucking broncho, with rider, has already been introduced to our readers. It will again prove a fine seller.

Specially noticeable are the toys which have absolutely realistic voices, either human or animal. These are now to be had at popular prices, and should be preferred owing to their educative value. They include the duck, with a real quack, the "mooing" cow, and other barnyard favorites.

Merchants should find the educative value of the new toys a splendid talking point for their advertisements appealing to parents.



New,unshaped juvenile belts, metal belt pins, coronation novelties, black and white hatpins, and men's set of links and tie clasps. Shown by Wrinch, McLaren & Company, Toronto.

Excellent Sale for Ribbons.

Big shipments of ribbons are being brought in and rapidly passed on to merchants in every part of the country. One Montreal ribbon house reports the sales for January and February alone as being over $20,000 ahead of those for the same months of last year. For last month they will again be several thousands in advance of March, 1910.

As to their intended vocations in the world of dress, these are legion. In the millinery world their place is assured. The most exclusive millinery artists of Paris are using ribbons on many of their models, in greater or less quantity. Plain suit hats are shown either with ribbon alone as a garniture, or used with straw or bead ornaments. Flower trimmed hats require ribbon in varying quantities as a finish. Floral toques have a swathe or bow of ribbon as a softening touch. A few of the best-known Paris houses are introducing Summer models which have streamers of wide ribbon depending from the under brim of the hat. It is, perhaps, the increasing favor shown for ribbon as a hat trimming that is the most encouraging sign of the advance of the industry.

But it is not only for hats that ribbon is being bought in such enormous quantities. Dame Fashion has decreed the return of the sash in one or other of a number of charming variations. And nothing, perhaps, has ever quite taken the place of ribbon sashes in the adornment of dainty Summer muslins and fabrics. At any rate, their turn in the cycle of fashion is arriving again.

For these, all wide ribbons, both plain and fancy, are selling well, to be used in either single or double girdle effects, knotted with rosettes or loops and ends of varying length, at the side front; or finishing at the back in long loop and sash ends, or in one of the huge, flat Japanese bows similar to that worn by "Madame Butterfly." This latter style, indeed, promises to have a special vogue with all high-waisted and Empire effects in gowns, giving them a most graceful and picturesque finish, which is quite in keeping with present styles. These effects are having a marked influence on the sale of fancy designs, which are being demanded in much larger quantities than in former years.

Then, again, ribbons are being much used in the wide widths, as hair bandeaux. A recent photograph of Madame Paquin shows one of these wide soft ribbons swathed artistically about the chignon. There is a hint that they will be in vogue during the Summer as a protection from the wind when no hat is worn.

Advertising the Fancy Goods Department

How Merchants Get Their Money's Worth From the Daily Paper Advertisement — Advantage of Counter Displays — Best Way to Advertise the Department — Good Taste in Window Displays — Novelty a Necessity

THE problem of keeping the notion and fancy goods department of a store up-to-date, and impressing it upon the public is a more complicated one than would at first appear.

This department stands in a totally different position from that of any other in the store. All others can draw customers on their own account by offering special attractions in the window or in the papers but the fancy goods department alone can not always do this. The reason is, simply, that however prices may be cut or articles offered which are specially attractive, it does not pay a woman to make a trip to town or down town to buy notions and fancy goods.

One exception to this statement may be made. Needlework, according to one expert, would still attract if moved to the third floor. This opinion, by the way, was not concurred in by another manager. but both were agreed that the needlework would sell, more or less, no matter where put.

Hence, it follows logically, that women must regard this department as important in itself and come to the store on purpose to visit it.

Leaving out art needlework, then, how can the retailer, to whom a properly managed notion department is a valuable asset, make it pay all the time as well as it possibly can pay?

The Wednesday Notion Day Idea.

Many firms have a special day once a week on which they boom their fancy goods and notions. This means that their advertisement must contain special offerings in other departments, preferably those in the proximity of the notion counter, such as dress accessories, staples, etc., since the notions alone have not the power to draw a crowd. It is frequently advisable to advertise dressmakers' findings, when cheap suitings or dress goods are being offered, as many who will take these to make up at home will buy the findings at the same time if encouraged, by a "special."

Again, when bargains are being offered near by, the clever retailer will have some attractive feature demonstrated or very conspicuously displayed on the counter to attract passers-by. This "counter" attraction plan is a winning card, and again and again the public are drawn by it. It is, indeed, the point where the notion and fancy goods department gets its best chance to be a paying asset to the retailer.

Very few women think of buying the odds and ends when they go shopping. Rather, they see them and are attracted by them. This is not always true, of course, in the case of necessities, but it is invariably true of absolutely new inventions, out of which so much gain may be had, and of most fancy articles for the hair and needlework novelties.

The Frequency of the Daily Paper Ad.

Few firms, however large, advertise this department in the daily paper more than twice or three times a week. Monday, Wednesday and Friday were used by one firm, the last because it is "bargain day." But it is not found necessary to write up special attractions on Friday as the crowd in the store naturally drifts past the counter and clever display proves better than many ads.

Hence, in the case of most firms, even those doing a very large business, the matter resolves itself into a twice-a-week advertisement inserted on days when other special offerings form a big attraction. Smaller firms may well advertise only once a week, but most retailers will agree that the ad. should not be merely spasmodic if the best results are to follow. Nor should it by any means be inserted when no other attraction in particular is offered, as women will scarcely come in for notions and fancy goods only.

What the Ad. Should Emphasize.

Merchants and department heads agree that the notion, smallwares and hair goods advertisement should not particularly emphasize price, especially if the article offered is but a few cents in any case. When only one thing of a kind is bought, most women are not greatly interested in a price difference of two cents. But they are interested in a convenient novelty or in an offering of specially grouped findings amounting to a decent sum and somewhat marked down. Selling in this way saves labor and helps to clear out stock which may be sticking.

Use of the Window.

Great importance is attached to this display asset. Again and again the insertion of some novelty in the lines under discussion in a window devoted to staples has been productive of a rush to the notion department. This was due to the fact that persons entering the store on other errands observed the window, appraised the article and resolved to see it. Of course a reasonable fitness must be observed, and no retailer on earth needs to be told not to display a new brown hair pad against a new brown suiting.

The connection of ideas is important, and a display of dressy combs along with evening fabrics has been recommended for mixed windows. The fan is, of course, a favorite fancy article for display purposes. Buttons also work in well, as do a host of other smallwares.

Every once in a while the merchant who wishes to keep up public confidence in his up-to-dateness will make a special window feature of fancy goods and notions. He will be more than repaid in the end by the confidence in the freshness of his stock and methods, which this will create.

So highly do city stores appreciate this fact that one of them gave a window to smallwares during the holiday season. The articles displayed had taken weeks to plan and arrange, and the whole was a floral effect of amazing ingenuity. It attracted crowds, night after night.

LADIES' WEAR, LIMITED
Makers
TORONTO



New Neckwear For Big Business

THE "QUAKER GIRL" DUTCH COLLAR

With the present season the popular Dutch Collar has taken on a new beauty under the skilled hands of our designers.

Following the general lines of the year's styles, we have developed some most fascinating designs, from which the collar illustrated is selected.

OUR FISCHU COLLAR

Perfectly new and gracefully combining the low throat and jabot effects, our Fischu Collars promise to give a strong selling line for the Summer season. It is modelled on styles from Paris and London, and is certain of an enthusiastic reception from your customers. The range of designs is in the hands of our travellers, and will please you.

SAMPLES NOW BEING SHOWN



Ladies' Wear, Limited

Toronto

F. P. EVANS,
President

W. F. GOFORTH,
Vice-President

DRESS ACCESSORIES AND NECKWEAR

The New Summer Neckwear

Novel Collars and Fichus — Separate and Attached Jabots — Helen and Coral Pinks are Prominent in the Popular Color Range.

OBSERVATION of the neckwear market during the last few weeks has led to the universally accepted conclusion that this is to be a record season in this line. As usual, this fact may be attributed to the clever and attractive new features which the manufacturers have brought forward and given seasonable publicity. The immediate result has been exceptionally early sales of wash and lingerie neckwear, usually held back till after Easter. This year, supply and demand met half way in bringing about the early season, and, as it has proved an unmitigated success, all prospects are bright for a splendid Summer trade.

Satin Sailor Collars and Cuffs.

A notable feature of this season is the variety of fabrics used in the construction of collars and jabots, particularly of the former. Side by side with the sailor or Dutch collar of lingerie may be seen the black or navy collar of satin, with trimmings of check or stripe of self, with white, and long flowing tie to match. Some houses show a full range of colors, but the shades above mentioned are favorites.

Collar and cuff sets, with shepherd's check and pin stripe trimmings on self-colored satin in dark shades are particularly good. Summer coats will be brightened by this handy accessory. It is also specially adapted to the new designs in gowns, which show so many surplice waists and three-quarter or elbow sleeves.

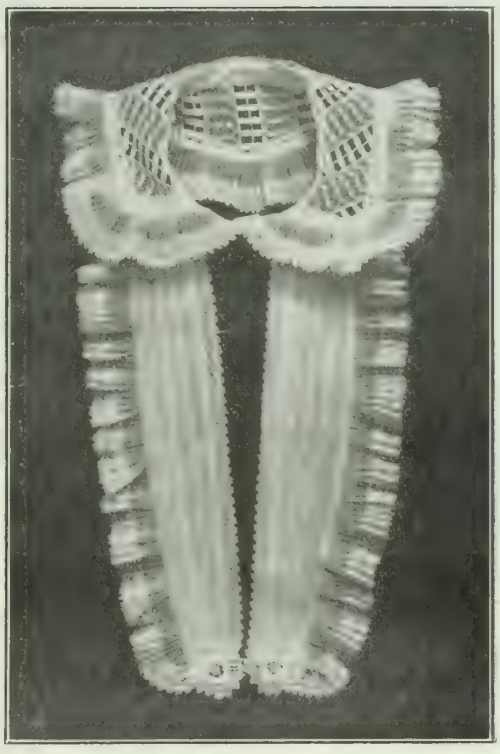
The Quaker Girl Collar.

Another variation on the popular Dutch and sailor effects is the collar which derives its name from a play recently produced in London. A charming, Priscilla-like collar, with somewhat low cut, was worn by the leading lady, and has since leaped into public favor. This collar features an attached bow, or jabot, and black and white combinations in the form of pin stripes or dots as a broad hem on the plain white lawn collar. The bow or jabot is trimmed with the same.

A special feature of this collar is the wide space in front, forming an obtuse angle, and in some cases almost a straight line, the space being filled by the large bow.

The Vogue of Fichu Collars.

The widespread tendency toward the Revolution style in dress helps to emphasize the popularity of the novel fichus and fichu sailor and Dutch collars which have appeared this season. The more extreme effects will certainly be shown by all up-to-date retailers, and a ready sale is said to be found for a limited number, but the clever adaptations in practical styles now offered by all neckwear houses will prove the best money-makers.



Net fichu, shown by F. C. Daniel Co., Toronto.

One of the latter kind is designed for wear on a surplice waist. It consists of folded net, mull or muslin, with trimmings of lace and embroidery medallions. One end is more elaborate and longer than the other, being intended for the lapped-over side of the waist, while the other passes beneath.

Another type of fichu is the" "citoyenne," which has ends coming below the waist-line. A more familiar style, however, is the fichu sailor or Dutch collar, so-called because of the jabot-like ends attached to the collar on both sides in front, and usually made into a four-in-hand, crossed and pinned in place, or simply looped one over the other.

Practically all sorts of materials are used in the above, nets, mulls, muslins, lawns, all-over Swisses of white, with tiny black figure, and magpie-striped effects as trimmings. Occasional touches of color, in embroidery or pipings, are seen.

Trouville and Other Tailored Collars.

The Trouville or tennis collar, with its low front, for Summer wear, is now the most popular of the stiff lines. Fine sales have been made in the west and in British Columbia. It is a collar specially appealing to the dresser who affects English styles, which are now acknowledged leaders for out-of-doors and sporting wear.



Jabot in chiffon ribbon, edged. Shown by Forth, Potter & Co., Toronto.

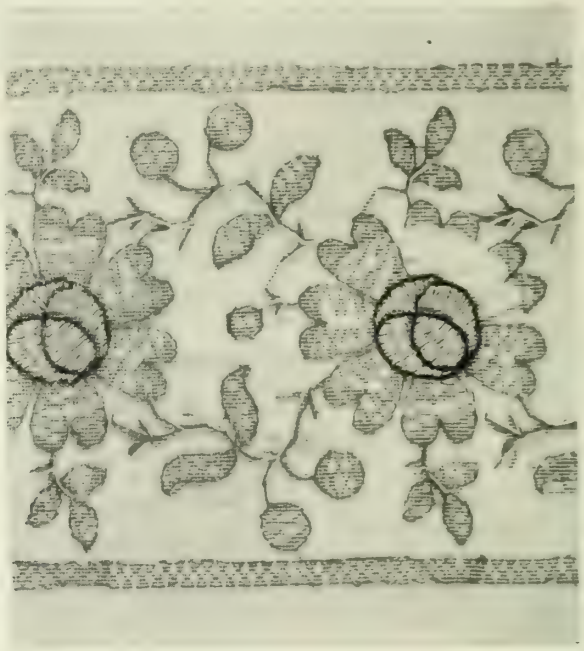
Hunting stocks are selling fairly well, and a very mannish style of soft stock with long ends shows pin stripes, tiny dots and the usual range of mannish patterns. This is an excellent seller with town and city trade.

Jabots, Separate and Attached.

While many numbers now show collar with jabot to match attached, and others of the fichu type are in one piece, the separate jabot is also widely asked for.

Tab jabots of embroidery or lace for Dutch or stand-up, turn-down collars are the smallest of all. Attached numbers are part of a fine, sheer lawn stock, unstiffened and mounted on a card, showing very elegant Swiss embroideries and lace and embroidery effects. Tab jabots are also seen in double or triple effect as part of the Dutch collar of lace. But many separate numbers are also taken. Lawn tabs with tiny embroideries on the ends, and showing considerable length, are the most favored jabot for the tennis or Trouville collars.

Plain, pleated effects, which launder readily, are selling well at present. Medium sizes are preferred, and materials are usually lawn and lace,

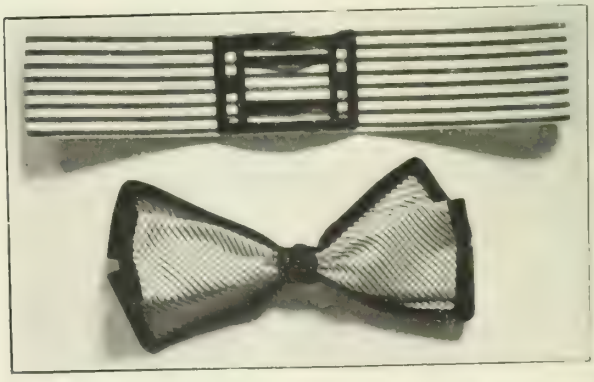


Marquisette band in old-lace color, embroidered in grey and black. Shown by R. H. Cosbie, Toronto.

though nets have been excellent for Easter trade, and embroideries are also good.

Narrow Guipure Edgings.

Special mention may be made of the narrow guipure edgings, used both on collars and jabots, which are being featured by high-class manufacturers and taken by the trade as a number calculated to appeal to fastidious women.

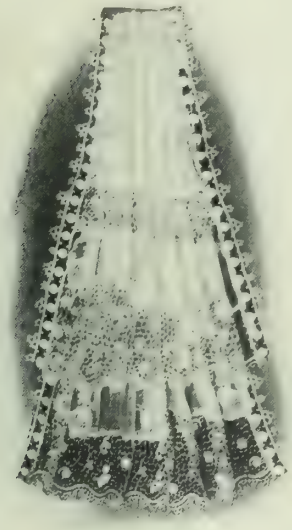


Belt and bow in black and white effect. Shown by F. C. Daniel Co.

These collars and jabots have a neatness and style of their own, and may admit of any degree of elaboration as the guipure edge combines well with embroidery and other laces.

Neckwear That is Different

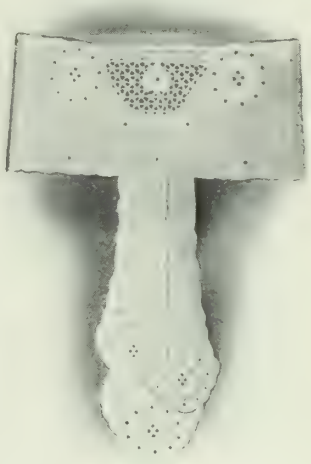
These lines are absolutely new, the Dutch Collars and Jabots being embroidered in one piece.



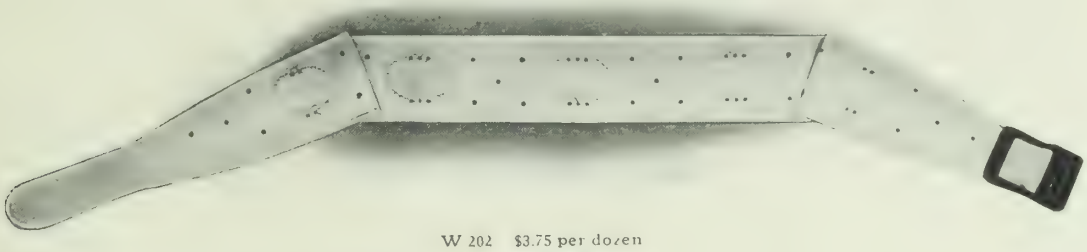
J 264. $10.00 per dozen.



C 214. 4.50 per dozen.



A 235. $4.00 per dozen.



W 202 $3.75 per dozen



C 171. $6.00 per dozen.

WOMEN'S NECK APPAREL A·T·REID BELTS

BRANCHES

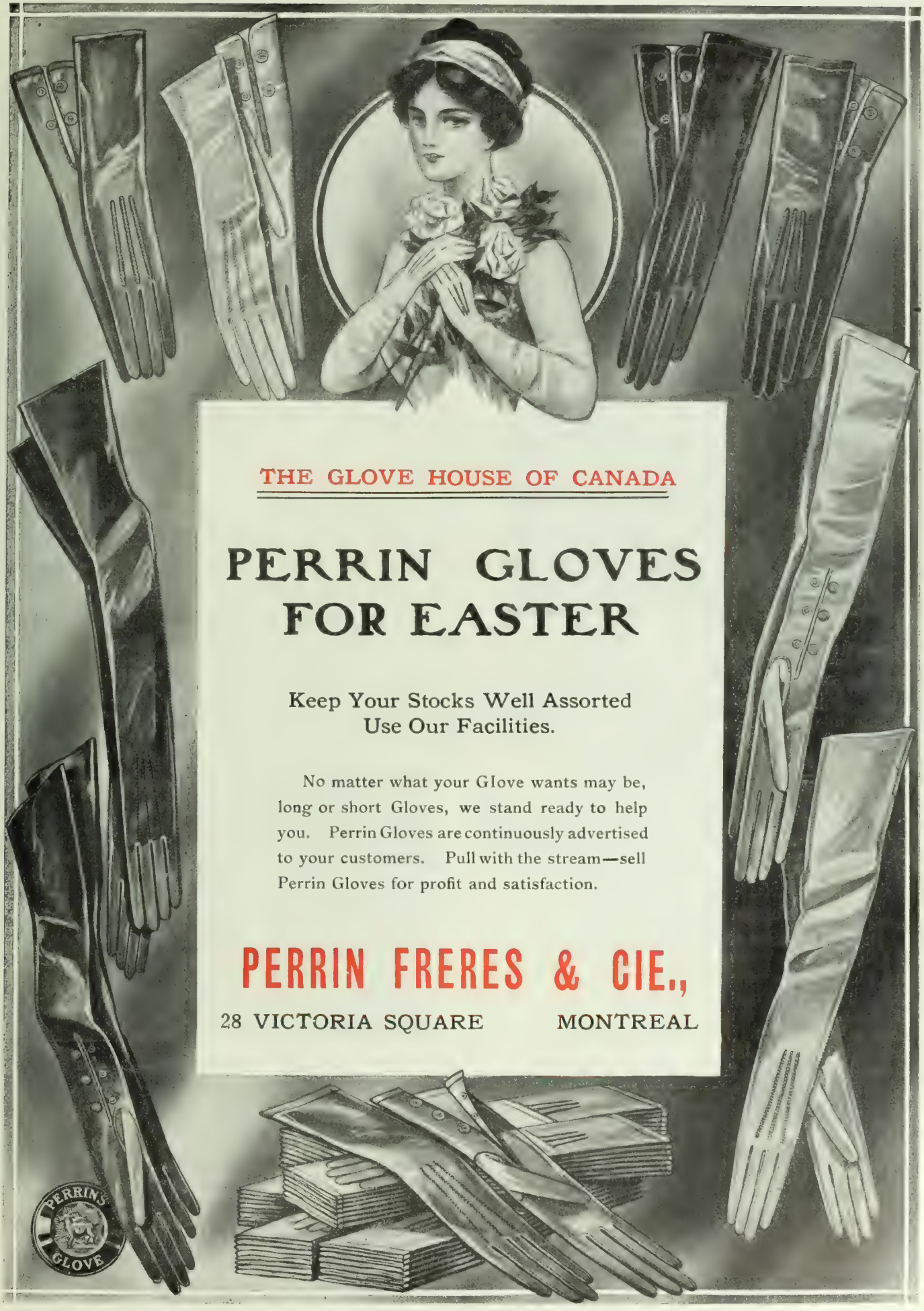
Vancouver - Mercantile Bldg.
Winnipeg - Hammond Bldg.
Montreal - - - Birks' Bldg.
Quebec - - 68 St. Joseph St.

A. T. Reid Co., Limited

TORONTO

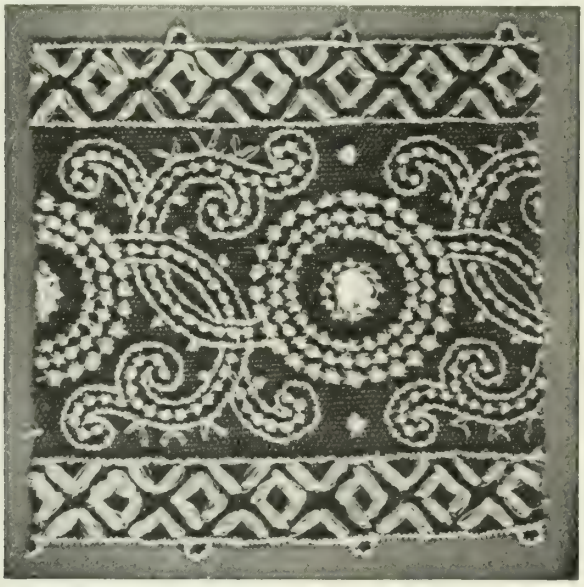
N.B.—Sole Canadian Selling Rights for Featherbone

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THE GLOVE HOUSE OF CANADA
PERRIN GLOVES FOR EASTER
Keep Your Stocks Well Assorted
Use Our Facilities.
No matter what your Glove wants may be, long or short Gloves, we stand ready to help you. Perrin Gloves are continuously advertised to your customers. Pull with the stream—sell Perrin Gloves for profit and satisfaction.
PERRIN FRERES & CIE.,
28 VICTORIA SQUARE MONTREAL
PERRIN'S GLOVE

Marquisette for Collars and Jabots.

A strong note of the new neckwear is the collar and jabot of cotton marquisette, trimmed with lace, and, perhaps, embroidery motifs. This fabric is at present as hard to get as it is popular, but leading neckwear houses have secured a working supply and the forehanded merchant will do well to take it while he can get it. There is no doubt whatever that it is the great wash fabric for 1911. Recently a department store showed a quantity and was sold out



Band of Black Brussels Net Embroidered in White Silk, in Bead and Bugle effect. Shown by R. H. Cosbie Toronto.

of it before the head of the department had time to think. This store has ordered more and will shortly be able to show the goods again. Meanwhile customers wait impatiently. In the case of a fabric so much wanted, dress accessories of the same are sure to be in demand.

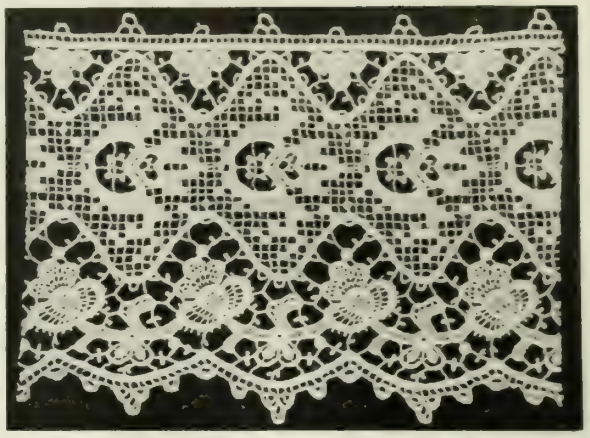
The dainty sheer effect of these articles cannot be over-estimated, no wash fabric having before been produced to equal them. Color touches in pipings are very prominent on these numbers.

Popular Color Touches.

Dress accessories of all kinds are showing touches of color on the pravailing white or ecru. Collars and jabots, chemisettes and yokes of net and lace, have pipings of bright shades.

Helen pink is competing with coral for first place in these lines. The former is between an old rose and cerise, the latter the well-known pink shade of coral. American Beauty rose shade is also featured by many firms, as is the French cerise, and the coronation shade. But of the lot the strength lies with the first two. Some talk of ox-blood shades of red has been drifting from abroad, via New York, but so far not shown here.

Besides these popular pinks, navy blue, green, and black are much seen, the last being, of course, the best. Biscuit shades are much spoken of abroad, and may well be expected when the coronation is over and the magpie rage somewhat abated. At present, however, there is no sign of a falling off for popularity on the card. New York has been fea-



Filet Antique and Venise Lace Shown by R. H. Cosbie, Toronto.

turing it for some time, and it is now coming in a variety of fresh and beautiful effects.

Turquoise is said to be the next color starred in the black and white effects, which are very strong.

Ruchings Which Will Sell.

The ruching situation to-day is dominated by the plain satin fold of black, white or color, with fold of metallic fabric, gold, silver or color. Of the regular ruching lines, widow's ruches sell best, and are next to the fold effects in popularity. White and black and white are specially good in the former.

A very attractive line of recently-imported Helen pinks and coral pinks in satin folds, backed with fold of metallic tissue, are now being put on the market by a well-known house. They should be a prompt success wherever offered. Another novelty offered by the same house is a very close-pleat marquisette ruching in all the new shades.

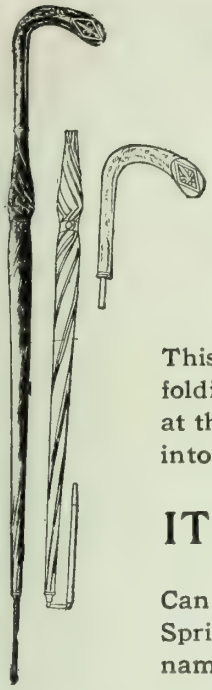
An enterprising manufacturer has secured a line



Flat Venise Allover. Shown by R. H. Cosbie, Toronto.

of pearls for edging the tops of collars. These come in all the new shades. This house is also showing coral beads for the same purpose. An improved line of pearls, which are flat on one side, making the adjustment more perfect, is now to be had. This particular style of neck finish is considered excellent form by careful dressers.

Cord ruchings are beginning to gain more strength, and considerable selling has been done in the last few weeks. They are better thought of than for a long time, and are offered in the new shades and in gilt and silver.



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TO INCREASE YOUR UMBRELLA SALES IS

The "BROPHEY"

SUIT CASE UMBRELLA

(BEEHLER PATENT)

This is a new feature in umbrella buying, getting a folding suit case umbrella with "detachable handle" at the price of an ordinary one. When folded will go into a 24-inch suit case diagonally.



Folded ready for suit case.

IT IS SIMPLE, IT IS STRONG

Can be retailed at $1.50 and upwards. Our travellers are now on the road for Spring; ask them to show you this "wonderful" umbrella, or write us for samples, naming prices you wish to retail them at. Made in both ladies' and men's styles.

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ROCHESTER BUTTON COMPANY

NONE BUT THE BEST IS GOOD ENOUGH

Ivory Buttons

For Dry Goods

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Department Stores,

Cloak and Suit Manufacturers,

and

Makers of Men's Wear.

The patterns are artistic and are made in a wide range of correct colors.

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SELF ADJUSTABLE, REQUIRES NO PINS

The only Net which deserves the name or to be called "Self Adjustable."

Made of Real Human Hair in all shades, shapes and sizes.

"HOLD TIGHT" No. 25, 31 and 37 require only two pins to keep them in place. Made in cape shape.

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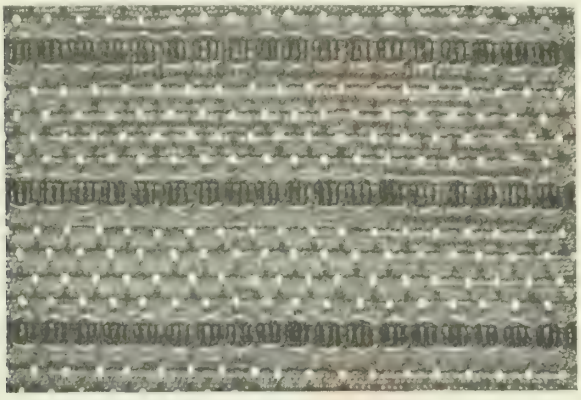
Sole Representative for Canada, ERNEST EKSTEIN
43 St. Sacrament St., Montreal

Please mention The Review to Advertisers and Their Travelers.

The New Neckbands.

Very dainty indeed are some of the neckbands, usually of velvet, which the vogue of the collarless neck has brought in its train. Black velvet of ¾-in. or 1-in. width is preferred, usually showing fancy beading of jet, coral, steel or turquoise.

One very pretty specimen had black and gold solid-beaded plaques at intervals, with festoons of



Black Brussels Net Allover, beaded wth chalk-white beads and striped with silver thread embroidery. Shown by R. H. Cosbie, Toronto.

the same tiny beads between. Another had steel beading, with touch of coral; another turquoise.

Very small roses of ribbon embroidery, with trail of foliage between, looked extremely pretty on a navy blue neckband. Still another sort of band was finished with knife-pleated frill of lace, and had dependent ball and cord of satin falling from small twin roses of same where the band fastened at the back

Scarves and Veilings

Chenille Dots and Filet Meshes Lead — Malines Selling Well — Lace Veils Again Popular — Motor Veils in New Shades.

Chenille dots strike the new keynote of the veiling situation. Very fine, dainty meshes, with delicate threads and tiny chenille dots at close intervals are characteristic of the new importations. These veils are particularly attractive after the grotesque patterns seen not long ago, none of which had any great run in this country. Great variety from which to select is presented, the variation usually being in the ground mesh and arrangement of the dot.

Filet meshes are the high style feature, with shadow octagons, diamonds and round meshes en suite. Some irregular, cobwebby effects were very pretty with the chenille dot.

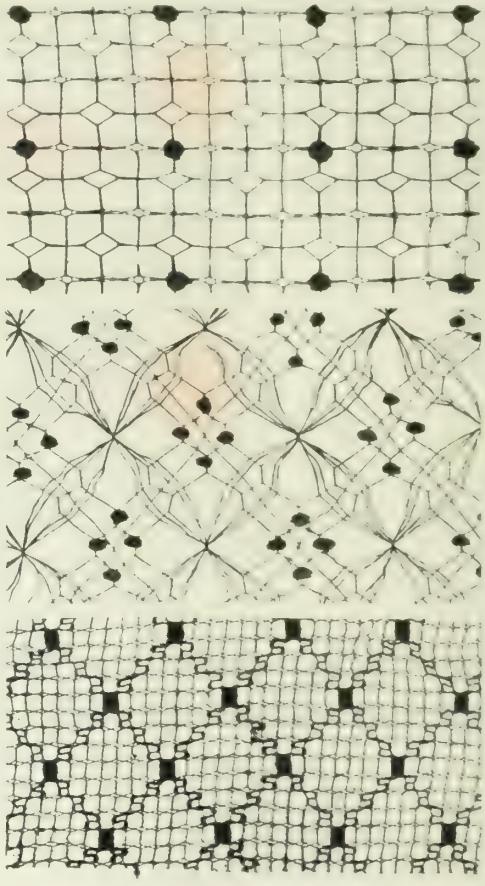
While black is the leading color, black and white combinations are coming forward more prominently, and colors are shown in full range of dark shades.

Veils of lace for Summer wear have small and dainty patterns at the lower edge. These veils are said to be booked for greater popularity than before. Black and white are the leading shades.

Motor veils show great variety in color and style and a wide range of prices. All the new shades, including Helen pink, the new pale greens, and coral, may be had at various rates according to quality.

Large square scarfs for evening wear are worn shawl-fashion, and almost constitute a gown in themselves. These scarfs are very high-class articles, usually of French importation, with large floral or Oriental borders in most exquisite colorings. They are worth every cent of the reasonable price asked for them, and every merchant should possess some, as they are a valuable display article.

Silk and satin scarfs, especially Paquinettes and fringed evening scarfs, are selling well for Spring wear. The revival of the former, anticipated by The



Typical Veilings for the coming season, showing Filet Mesh, Cobweb Ground and Chenille Dots. From Sanderson's Limited.

Dry Goods Review, has taken place, but so far seems to be chiefly metropolitan. Enterprising manufacturers are now offering a very reasonably-priced satin Paquinette, designed especially for popular trade, while in itself a handsome article. Many chiffon scarfs, plain and beaded or dew-spotted, and nets in same styles, are made up with tassels after the Paquinette pattern.

Lace and Embroidery News

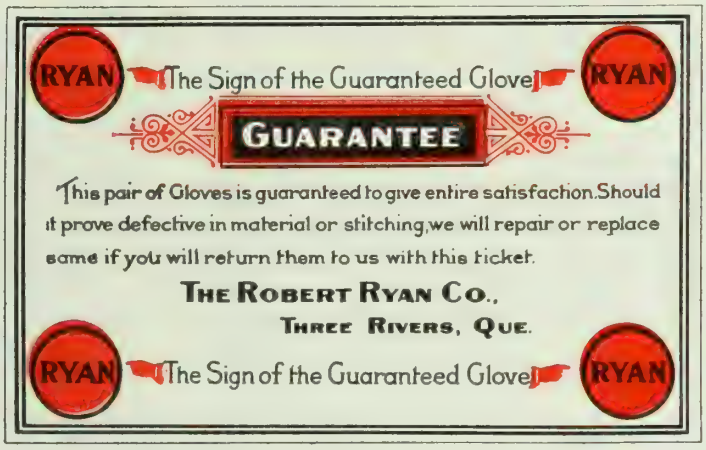
Bulgarian Embroideries on New Blouses — Heavy Linen Cluny Laces Veiled with Chiffon for Blouses — Filet Mesh Bandings and All-overs

At present, the sets of white embroideries, consisting of all-overs, bandings and flounces, are the prominent feature in embroideries. Lacy effects are much wanted, and the higher class lines abound with lace and embroidery combination effects. It has been found that the 45 in. flounce cuts to admirable advantage, and the making up trade is specially favorable to the wide pieces, owing to the immense saving per dozen in cutting.

RYAN WALKING GLOVES

RYAN DRIVING GLOVES

This Guarantee is given with each pair of Gloves bearing our name:



IT IS NOT WHOLLY DUE TO THIS ABSOLUTE GUARANTEE THAT

Ryan Guaranteed Gloves

are becoming the standard of the trade, but as well from

Universal Trade Recognition

of the fact that this guarantee is possible from and is made upon their

Quality and Merit

This quality and merit is due to a perfectly equipped and organized plant. Use of none but best material and highest class of workmanship.

Sold By Leading Wholesalers Throughout Canada

The Robert Ryan Company

THREE RIVERS, P.Q.

E. H. Walsh & CO., Selling Agents, Toronto, Ont.

BRANCH OFFICES: MONTREAL, WINNIPEG, VANCOUVER

RYAN AUTO GLOVES

RYAN WORKING GLOVES

Bulgarian embroideries on marquisette in solid color effects strike a style note of the new blouses. All veiled effects are specially good, and on this account ninon should be a selling line all summer. Chiffon over Cluny lace is a blouse effect much wanted, calling for the use of the heavy linen thread lace in fine quality lines. Beads will be wanted for the finishing touch on such blouses, and the merchant who stocks such goods should stock them also.

Small Patterned All-over Laces.

All-over laces and nets in washable lines have been enjoying excellent demand. Embroidered nets with tiny figures in white and ecru, are among the style preferred. The universal use of a yoke and undersleeves in the new dresses is largely responsible for this vogue.

Small patterns are greatly preferred at present, both in laces and nets. Excellent staple lines are the Brussels, plain and fancy and with real or simulated tucking. High class numbers have embroidery in porcelain bead effect, usually in discs and whorls.

All-over Valenciennes is again very good, especially in the smaller, daintier patterns.

Indian embroidery on white was mentioned as one of the best selling lines for trimming purposes.

Filet mesh laces in all-overs, bandings, etc., are featured on summer dresses of sheer marquisette and voile, very deep bands being used to finish the skirt below the tunic, so generally worn, and just above the hem.

For silk dresses, particularly in darker shades, nothing in the whole range of laces pleases better than do the Point de Venise all-overs and bandings. The latter have been much taken by the millinery trade as well.

A Revival of Battenberg.

At present there are strong indications pointing to a revival of Battenberg laces once so popular. In every line of merchandise Rennaisance ideas and designs have been represented, and these showy laces have already appeared in quantity on the new millinery.

Neckwear lines are also taking this lace up, and prospects all round point to a return of the effective braid laces. Nothing could be more desirable, for there is good money for the retailer in handling the materials from which these "home-made" laces are wrought.

Irish crochet is a leading line. Small wheel motifs, trim waists and neckwear and buttons of Irish crochet are everywhere in use on blouses. Jabots of this lace sold well at a fairly high figure.

Baby Irish is strong, in all-overs especially.

Chantilly in all forms is very good.

Spanish laces are a high-class line.

Guipure in all forms is selling well.

Point d'esprit is said to be about to return to public favor in greater demand than for a long time.

Tunics and Over Dresses in Beaded Effect.

The vogue of the fancy overdress is in no wise on the decline, and Summer styles provide for the adaptation of these elaborate finishings for both day and evening gowns, in styles which embrace every feature of the popular tinselled and beaded transparent materials. While these materials are being sold in infinite variety by the yard, some exquisite novelties are being brought into the country direct from the hands of the Paris designers. These sell wholesale at from $25 and up.

Among those being sold now was a gown of fine black net formed on clinging lines and finishing with straps over the shoulder, richly embroidered with green beads, and trimmed with black passementerie. A ninon gown in one of the new, dark blue tone offers a striking and fashionable confection in dark blue and coral beads. Beads are the principal features of all these gowns. No matter how filmy the material, it is heavy with beads, in all sorts of combinations. The use of the tiny white china beads and of coral, in all sizes, and on all sorts of dark-toned materials, is especially noticeable.

Metallic effects are freely used, and one of the richest designs shown is of black material with silver embroidery, the deeply scalloped lower edge of the skirt portion being a massed design of silver sequins.

Besides the very decollete effects with mere shoulder straps, a number of these gowns are shown with the fashionable kimona sleeve.



Some New Styles in Hat Pins.

A coral and pearl set hat pin in large round shaped and massed effects, of small jewels, all the same size was much admired. A novelty consisted of the same set in the middle of a mother-o'-pearl plaque, slightly convex in shape. This made a very large handsome pin.

Filigree set with rhinestones and backed by black velvet was one of the prettiest styles offered. Many other filigree effects were seen, usually in silver.

Rhinestones continue to be excellent, though more elaborate styles of setting and fewer massed effects are seen. Emeralds and sapphires are good when used in combination with rhinestones. Single large pearls, small pearls with rhinestones and massed, round effects in small pearls will be splendid sellers this summer. Pearls are offered, as usual, in almost all light colors.



The Ivory Bag.

Dame Fashion's latest contribution to the world of bags, is known as the Ivory bag, and is sold in velvet and suede. Velvet bags are, of course, the rage just now and the demand for them has been enormous. Round, square and oblong, with varistyled mounts, all have had their share of attention. The new design is square at the bottom, the frame finishing in a high peak at the top, which allows the bag to open widely, and is fitted with a coin purse and pocket inside. The velvet varieties come in several qualities, the finer ones being lined in moire silk. All are finished around the edges with leather piping and black silk cord which may be worn long or short.

The suede bags are slightly different in finish, though identical in shape. They are leather lined and have leather handles.

THE BEST

Skirt Supporter — Waist Holder



Price $2.00 Doz. — *A Friend Behind Your Back* — Price $18.00 Gross

Will not tear the most delicate fabric. No safety pins to come undone. No hooks to catch your hand.

Made by THE F. G. HAYWARD CO.
39 Richmond St. E. TORONTO, ONT.

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Get Ready for April Showers

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THE IRVING UMBRELLA CO.
LIMITED
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FOR PLACING
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1.—Its activity in advertising your name is limited only by the life of the garment.

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We invite enquiries from manufacturers and others and shall be happy to submit designs and quote closest prices for artistic woven labels in cotton and silk.

Canada Label and Webbing Co.
LIMITED
MORROW AVE. TORONTO

BUTTONS

The leading feature in Dress Trimmings this season is **Buttons.**

You are running no risk buying **Buttons** from us.

Our Many Years' Experience

in Button selections from Foreign and Home markets will make it easy for you to select the newest and up-to-date lines.

ALL LETTER ORDERS FILLED THE DAY THEY REACH US.

Ontario Button Co.
BERLIN, ONT.

Coral Much Used in Jewelry

Coral is meeting with a tremendous boom of popular favor. Both natural coral and the pink beads are taken, with the greater weight by far on the latter, as it is used for so many different purposes, while the first only comes in strings. Brooches, necklaces, hat pins, blouse sets, buckles, ear-studs and pendants, all are to be had at popular prices in this much-wanted material. Small strands of beads for embroidery and for millinery purposes should be featured at the Fancy Goods counter by up-to-date merchants. Many combinations of coral and porcelain beads are seen in recent embroideries.

Bar and bolero pins for the flat collars and for jabots are a line which will sell in metal, jewelled and semi-precious styles. All the new metal finishes are seen, and a grey satin finish with coral setting was much admired.

Some pretty new buckles and pins had broad stripes of black and white, got by combining white with black mother-o'-pearl. These are specially good for the millinery trade. Other black and white effects were also seen in enamel.

Baroque pearls and turquoises are spoken of as next to coral in popularity, and a rush for the latter is expected to follow the coral vogue.



F. C. DANIEL & CO.

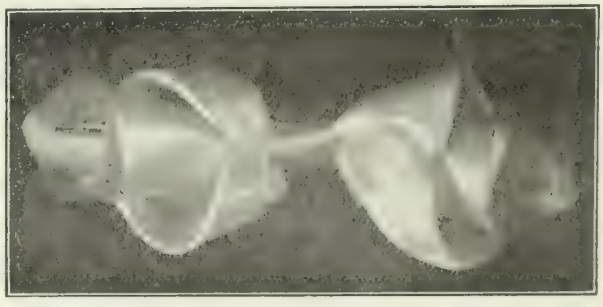
3 WELLINGTON STREET WEST, TORONTO

SPECIALISTS IN

Ladies' Neckwear, Frilling, Belts, Nets, Veilings, Laces, Dress Trimmings, Embroideries, Handkerchiefs, Etc.

Approval Parcels sent Free and Quick.

Just a card and a shipment will soon be in your possession





CHARMING NECKWEAR AND FRILLINGS

ORIGINAL NECKWEAR and FRILLINGS are Our Specialty.

We have felt the pulse of the Dry-Goods Trade and are producing lines of Neckwear and Frillings that mean big business to the merchant. Our facilities are better than ever. Be sure to see our travellers when buying Easter and Summer stocks.

FORTH, POTTER CO, LIMITED



16 SHEPPARD STREET, TORONTO.

HODGES & LATTAU,

232 McGill Street, MONTREAL.



RIBBONS

Dame Fashion says Sashes will be in good demand this season. We have suitable lines in stock, especially for this class of trade.

P. S. Get in touch with our Mail-Order Dept.

WALTER H. BARRY & CO.

THE RIBBON HOUSE OF CANADA

MONTREAL, P.Q.

Strong After-Easter Trims

Featuring House Furnishings Immediately After the Holiday — Displays Necessary for Directing Home Replenishing Needs to the Department

DIRECTLY after Easter, business settles down to a more regular routine, and window trims at this season will most probably feature home furnishings in conjunction with the advertising from the different sections of that department. This year the dates are especially advantageous to the scheme, and to give the required energy and aggressiveness, entire front display spaces should be devoted and dressed ready for the event of the entire year in the home furnishings sections.

This is the harvest and banner time of these respective departments, and it is necessary for decorators to prepare in advance for annual displays. Any departments which partake in any way of the Spring home cleaning merit displays this season directly the Easter rush is over.

Plans generally take advantage of the housecleaning demands surely to come with the activity of Spring renovating. Every effort is made to contrast new, up-to-date goods with soiled and worn draperies, carpets, rugs, etc., to the benefit of persuading customers to replace household requirements and brighten up the home after a hard winter's wear. As home overhauling generally brings necessary improvements to light more forcibly than at any other season of the year, such defects show up to a store's advantage, when customers are confronted with suggestive seasonable trims.

This is the time of the year for the decorator to display his ingenuity, and, as house-furnishings are for the home, it is but natural to suggest that all displays depict the different materials portraying their actual use in the house. Window displays will have to be ready to place as soon as possible after Easter in order to complete and derive every advantage of the housecleaning demands likely to come with the upheaval of Spring.

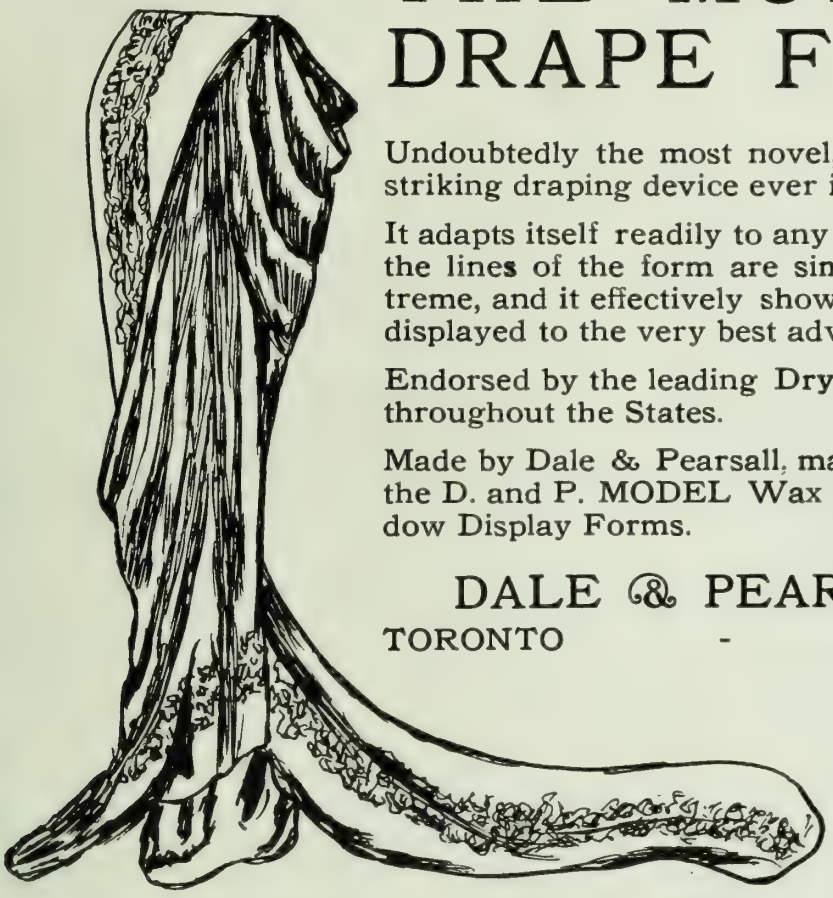
Price attractions also become evident in order to increase business or persuade customers to a decision, and, as a matter of course, business getting settles down to a merchandising basis.

Therefore, one-price windows are featured, and after Easter more use of price tickets is necessary in order to increase sales. To gain business created by Spring housecleaning requires every energy. Suggestive displays, combined with price attractions, should do the trick for the home furnishings section during the last weeks of April.



Showing foulards on new Egyptian draping forms. The background of this window was used in the "Opening" displays. A Roman column and cathedral setting done in ivory, green and gold, with a massing of ferns and flowers was carried out.
By H. C. McDonald, for Murray-Kay Co., Limited, Toronto.

THE MUMMY DRAPE FORM



Undoubtedly the most novel, practical and striking draping device ever introduced.

It adapts itself readily to any drape, because the lines of the form are simple in the extreme, and it effectively shows the materials displayed to the very best advantage.

Endorsed by the leading Dry Goods Houses throughout the States.

Made by Dale & Pearsall, manufacturers of the D. and P. MODEL Wax Figures, Window Display Forms.

DALE & PEARSALL

TORONTO - ONTARIO



Price, $3.50 Plain

Price, $5.00 Covered in White or Black Jersey Cloth.



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Personal Instruction

IN

WINDOW TRIMMING, ADVERTISING and CARD WRITING at the

KOESTER SCHOOL

The Koester School originates, it does not follow the old ideas. This is the reason that its graduates are so successful.

Koester Graduates have no trouble in finding good positions. They are equipped to fill any kind of position, and they command better salaries, because their displays sell more goods. Ask any Koester Student or any merchant who has employed one—we will gladly furnish you their names.

Vacation Short Courses—We have short courses that can be taken during your vacation, prices very reasonable.

Better write us at once about it.

The Koester School of Window Dressing

260 East Madison Street, CHICAGO, ILL.

SPRING!

Now is The Time for Changes



CLOAK RACK

Circle circumference, 99 in.; 30 in. diameter: Circle, nickel, $10. Circle, oxidized, $10.50, with very strong base.

You certainly need new Display Fixtures for Spring.

Our large complete Catalogue will show you what you want.

Write to-day for a copy.

Established in 1900

DELFOSSE & CO.

Manufacturers of Fixtures, Wax Figures, Bust Forms, Mirrors, Show Cases, etc.

No. 7 Hermine St., MONTREAL

It is evident that an upheaval will also take place in the respective sections of this department in order to pass all the lines demanding display before prospective customers. Leader price windows, as well as decorative efforts, will necessitate constant interchanging to intelligently demonstrate the profusion of selections, ideas and all the benefits accruing to purchasers during this special effort.

An inspection of the stocks will at once suggest dozens of combinations, and the goods to be displayed comprise rugs, carpets, curtains and draperies. Shades, linens, beds and bedding, carpet sweepers, vacuum cleaners and showings of necessary household cleaning accessories and utensils, Japanese and cocoa mats and mattings, as well as verandah fixtures and furnishings, are shown now.

Natural divisions in any department soon reveal themselves to enable trimmers to properly handle the many lines quickly. Combinations are easily made regarding colors and effective contrast. Leader windows are usually made to feature lines typical of values in any particular section, and also clearing or clean up lines or short lengths at prices persuasive enough to excite interest or develop into sales on better grades. No trimmers need experience any trouble in view of the many opportunities which are immediately suggested.

Suggested Necessary Displays.

First come displays of rugs, all the important novelties and striking patterns in Wiltons, Axminsters, velvets, Brussels, tapestries and ingrains. In this connection it is probable that best designs at $25.00, and leader values at $10.00, will be shown. Contrasted with this matched sets of piece goods in different qualities of carpets and best or leader lines at $1.00 yard, bring the business for their section. Other lines demanding windows are parlor and hearth rugs. Short lengths of carpets to clear, travelers' samples shown with fringes or completed with fringed ends. Such windows always direct prospective customers in buying rugs or carpets.

In most cases rugs or carpets are shown in environments for which they are intended, such as drawing room, hall and stair, dining room, library or den. It is an easy matter to suggest a corner or wall section of any of these rooms and introduce fitting articles or color schemes to match by the combination of suitable materials and fittings. Some trimmers introduce such a scheme daily at this season, and one is shown in the housefurnishing section of this paper.

To display carpets, similar ideas can be worked in regard to different qualities for respective rooms. Border and body carpets can be laid out to appear as finished, and all draperies or suggestions made with regard to color, greens, tans, rose or blues for drawing room, crimson for libraries, Oriental for the den or smoking room.

As a contrast, stocky windows of carpet ends ticketed with regard to regular price, size of rug or square each end, will make, and vigorous underpricing will tend to draw people requiring larger rooms.

Curtain and Drapery Sales.

At this time of the year also, comes the semi-annual curtain sales and necessary window display. Most merchants demand that curtains be shown over colors.

As a suggestion, in showing colonial drapes, appropriate environments are necessary and completed window hang-



EASTER MILLINERY WINDOW BY W. G. MOIR, FOR G. W ROBINSON CO., LTD., HAMILTON.

The color scheme of this window is carried out in lavender and white. Background is a rich green plush, with lavender and white ribbon caught up with bunches of lilacs; in between were panels of clematis sprays, with violet centres. The floor is covered with cream felt, also the pillars. Each pillar has clematis spray overhanging. Two clmatis sprays are seen at either end of window. The cupids are suspended from the ceiling, holding a bunch of violets with streamers of lavender ribbon attached to the different hats. Three hanging baskets of orchids complete the display. This window caused considerable comment.

FIRST IMPRESSIONS ARE LASTING

The first view of your goods is through show cases and fixtures. The talk comes after and should have nothing to overcome in inferior display.

You would not deliberately hurt your business by depreciating the goods in writing or in words. Why, then, underrate them by poor show fixtures?

We are offering a splendid line of new designs along proved lines, and are prepared to work out for you a complete system of cases or to supply your slightest requirement in store or office fixtures.

Our Prices Are Most Moderate.



The cut represents *one of our figure cases, made to show one full sized dressed ladies' figure. The height of it is 7 ft., the width 3 ft. 4 in., and the length 5 ft. The door is hinged at one end. The floor of the case stands 8 in. above the store floor. All the glass is clear plate glass. The sizes and details have all been arranged to give the best effect for one dressed figure. Larger sizes will be made for two or more figures.*

WRITE FOR INFORMATION---ESTIMATES ON REQUEST

Dominion Office and Store Fitting Co.
LIMITED

Head Office, - - - - London, Ontario

BRANCHES—300 St. James St. W., Montreal; 51 Richmond St E., Toronto; 814 Broadway Avenue, Winnipeg

"Just as good" generally means "Not in the same class"

There is no substitute known which will give the same service as the



So don't be deceived into buying so many pieces of corrugated glass as a substitute for "Luxfers." The ordinary prism can never light your store with cheap daylight as a "Luxfer" can because the "Luxfer" is constructed in so many different shapes to suit different conditions of service.

Each installation is treated on **its own merit**, and "Luxfer" Prisms are installed in windows, transoms and pavements so as best to catch the daylight and flood your store or office with it.

Properly installed, they have never been known to fail in their purpose—improving daylight.

Ask any architect—he will confirm our claims

LUXFER PRISM CO., LIMITED

MONTREAL and TORONTO

ings are easily featured. Most striking windows are made by combining Dresden or colonial draperies and the new sill-length Arab curtains. Numbers of changes are available to introduce special price lines at 43c, 69c, $1.29 or $1.89. These trims are generally stocky and changed easily.

Drapery windows introducing scrims, Madrases, silkolines, sateens, reps and art tapestries show lambrequins, interior hangings, bedroom sets, covered boxes, and screens should be made as well. To show portieres, velours, etc., straight hangings are the rule and suggested arch arangements can be made by showing plans, cuts or suggestions of period or use of combined colors to match interior color schemes.

In order to direct business to the window shade section blinds must be displayed. That more shade windows are not seen in dry goods stores is remarkable, when consideration is given to suggestive arrangements of these goods in wall paper stores. Window shades are sellers when properly displayed and carpets, rugs and draperies seem to be their natural setting. If wall papers are carried, so much the better. Window display is necessary and patterns should be opened out and shown in suggested use.

Make special shade displays to increase sales in this section, introducing suitable settings. This is the right season to go after shade business, and special measurements give added excuse for window displays.

Greater efforts than ever will be necessary to maintain former records or increase sales of oilcloth and linoleums during April. Striking pattern windows are generally seen at this season, and one price windows showing several of the newest designs are best to boost sales. Combined with kitchens or bath room fixtures and suggested uses, many effective and selling displays can be made.

Early windows of outside summer furnishings are best made now. Cocoa mats and mattings, as well as Japanese mattings, squares, verandah strips, etc., lend themselves to any displays, year after year. Awnings, verandah shades, hammocks and other summer furniture or comforts, are displayed in conjunction and window trims anticipate demands for these lines by airy trims.

Another department requiring displays is the bedding section. Arrangements showing new designs in beds, mattrasses and pillows, latest ideas in bed coverings and suggestions for dressing beds or bedrooms are all easily carried out by combined and completed displays. One of the most particular cares of trimmers in this respect is an exact location of incidental accessories, dresser covers, towels, combs, brushes, mirrors and fancy goods novelties from the art needlework department. Novelties from the linen and bedding section are also added, if thought advisable. Care must be taken not to crowd such displays, as direct benefits are derived from individuality. Many stocky trims are available on each individual line if necessary, and price windows are also shown by way of contrast.

Show Vacuum Cleaners.

Window trimmers have experienced an opportunity for striking windows in connection with demonstrating vacuum cleaners. Quantity, efficiency, mechanical and contrasting trims have been made. Old methods versus new methods make good advertising displays, when brooms are compared with the latest improvements of vacuum cleaners. Housecleaning time is most seasonable of all for these trims, and much elaboration is still open to trimmers.

Every opening for showing accessories necessary at house renovating time in any of the foregoing displays should be used. Curtain stretchers, brass poles and fixtures, stair pads, brackets, etc., are placed wherever an illustrative opportunity occurs. In some cases especial displays are made in order to bring the house furnishing or basement departments more forcibly before the buying public.



SPRING READY-TO-WEAR DISPLAY, BY W. G. MOIR, FOR G. W. ROBINSON CO., LTD., HAMILTON

This window has a very pleasing effect. The decorative features are new and unique. The background is dark green plush, two daffodil sprays hung in between each section. The three pillars are covered with cream felt, overhanging is a spray of daffodils on each. The cupids are suspended from the ceiling, holding bronze horns. The floor is rich green carpet.

Aggressive Policy Necessary.

It will be noted that price has been adhered to in suggesting April displays. After Easter windows should feature values and the window trimmers have to make effective use of this lever to enthuse business. It is good policy to direct all sales possible to the house furnishings section, and thereby give all the benefits likely to accrue from overflowing assortments and helping customers to come to a decision to renew old or worn out household requirements.

It is not impossible also to pass a complete representation of the different sections of the home furnishings department before the buying public. Energy and many changes of windows will be found necessary in order to keep up business after Easter and to overcome any apparent lull likely to be otherwise felt at this time.

Window trimmers generally are the mainspring of all enthusiasm displayed. That sufficient ginger be put into the selling is desirable, and it is only possible to accomplish such results by changing displays sufficiently often to give every section departmental representation.

Success for the important annual event carried out in the home outfitting section is only gained by hard work and incessant pounding for sales. Window trimmers must aid in making an occasion bigger, brighter and decidedly more successful than in previous years.

New Egyptian Draping Form

Display Accessory Useful in Demonstrating the Slender Hipless Effects in Dress Fabric Windows — Graceful Lines Easily Obtained.

The new Egyptian draping forms lately introduced in opening trims by United States decorators have appealed immediately to Canadian window men. In this innovation numerous opportunities for simple and effective drapes were suggested at once. By their use the trimmer will find it possible to carry out the correct and exacting lines aimed at in featuring the prevailing fashions, especially Grecian designs.

Some trimmers have already shown drapes on these forms in their windows. While it was impossible to secure them in time for the openings, elaborate ideas have since been carried out in showings of foulard silks and dress goods. So far, any window drapes seen only suggest possibilities of still further opportunities along the lines for which these stands were designed. For displaying bordered fabrics and many materials, which impart similar draping qualities in the least, the new idea has been found perfect.

The great beauty of this form is the ease with which it may be effectively employed. This is important from the viewpoint of the trimmer, who frequently has to make rapid changes.

Window trimmers in Canada have adapted a somewhat shorter model from the original. Stands featured here so far have been about five feet high, whereas in State Street windows, Chicago, where these forms were first used, they are about six inches higher. To have a model about the height of the

You Have Never Been Able to Buy in Canada a Standard Cloak and Suit Model at Prices at which we now Offer These Forms.



The Reason—
We now have a factory in Canada and make all forms here.

The Prices—
We give you duplicates of our New York models and save you the full amount of duty, 35 per cent.

The Designs—
Our models are designed specially for the cloak and suit trade.

Manufacturers—
The Hall-Borchert Cloak and Suit model is acknowledged the best, and in every way the most practical for your designing room.

Merchants—
You need these forms in your show rooms. They will help you to sell garments.

Send to-day for our new catalogue, "G," containing 1911 models.

The Hall-Borchert Dress Form Co.
OF CANADA, Limited
70-76 Pearl St. *Toronto, Can.*

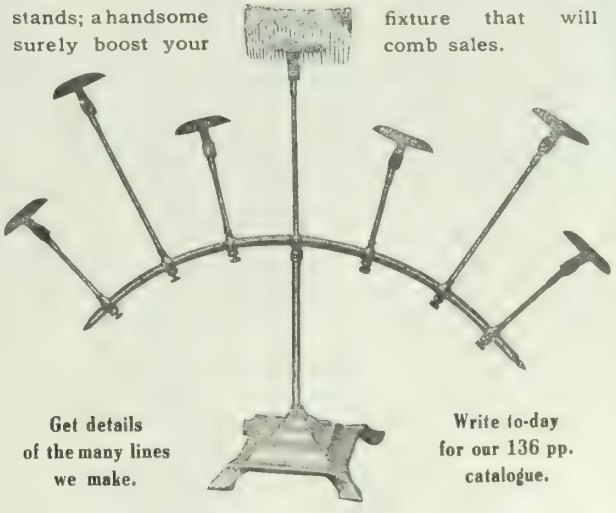
THE PIONEER FIXTURE FIRM

Since our establishment in 1896 we have held a foremost position among Canadian manufacturers of fixtures and fittings—a position due to the unvarying excellence and suitability of

CLATWORTHY FIXTURES

For the effective display of every line carried in your store, we make a "best possible" fixture, and our prices, quality considered, are very moderate.

Cut illustrates one of our hair comb stands; a handsome fixture that will surely boost your comb sales.



Get details of the many lines we make.

Write to-day for our 136 pp. catalogue.

Clatworthy & Son, Limited
161 King St. West, *TORONTO*

average woman is the desire evident. In noting the contour of the stand it is at once seen to suggest similarity of shoulders and bust. At the top these stands are about equal in width to the average womanly figure. From shoulders to base the forms taper down, and in Canadian models are finished with a perfectly plain base. Bases are made sufficiently heavy to prevent toppling. Dust-collecting features have also been avoided.

Another point in favor of the practical everyday use of these stands lies in the beautiful effects which can be gained in draping. Long, sweeping lines, as well as the bodice and narrowed skirt features can be made with ease. Combinations of fabrics, trimmings and ideas of making or style may be effectively suggested.

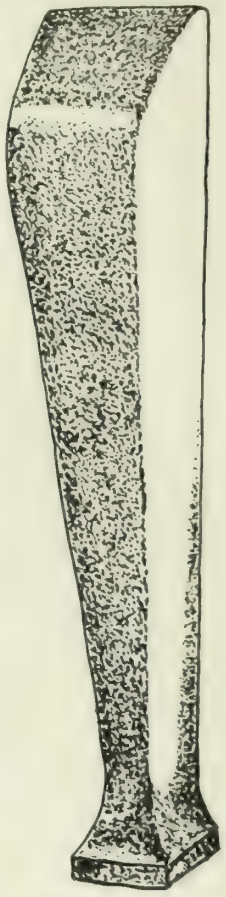
Drapes illustrated here show the first use of these new stands by window trimmers in Canada. Two very pretty drapes of silk are shown in the window illustrated. The stands were draped for The Review by one of H. Hollingsworth's assistants, the Robt. Simpson Co., and the window was dressed by H. C. McDonald, of Murray-Kay, Toronto. Both show the beauty of the new methods of display made by the use of this form.

Empire Draping Form Improved.

In the latest Empire drape form manufacturers are making several changes to conform with the lines demanded in draping materials to show proper fashion effects.

These improvements were largely brought about by direct suggestions on the part of many decorators to enable them to show closer and more perfect lines.

As the result of these changes, trimmers may now feature more concisely hobble, pleated and banded effects. New stands are necessarily smaller and narrower throughout and follow more closely the lines of the female figure.

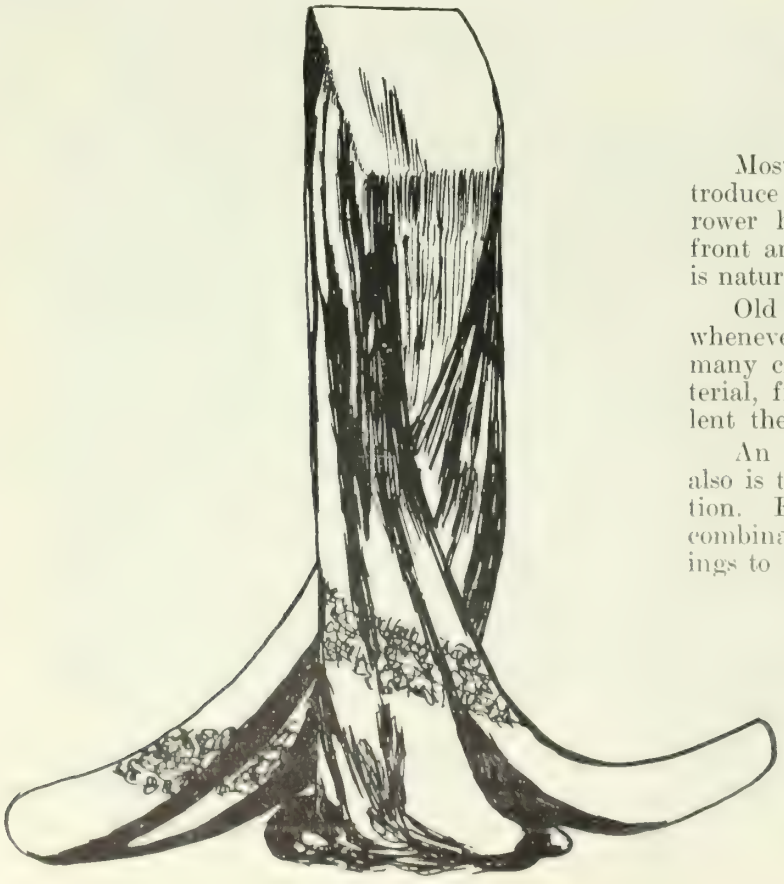


Simple design of new Egyptian draping form as seen in Canadian windows.

Most notable in detail, these new shell forms introduce higher and more rounded busts and narrower hips. Straighter lines are carried in both front and back proportions. Less sweep, therefore, is natural.

Old shapes of these stands were generally used whenever possible, owing to the striking effects and many changes available. Almost any draping material, from the dress goods, silks, and wash goods, lent themselves admirably to dressing these forms.

An innovation in connection with the forms also is the use of an arm made to pose at any position. Further use of style features in sleeves and combinations of accessories, trimming; and bandings to match is suggested.



One of the new "mummy" drapes as used by display department of Robert Simpson Co., Toronto.

BELT STANDS

They Show and Sell the Goods.
We have several styles. This is only one.



No. 259A-L

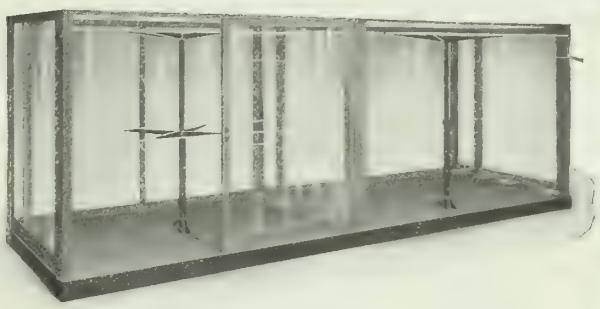
No. 259A-L
REVOLVING STAND

Patented January 25, 1910, 5½ feet high; 12 Holders for belts. Goods securely held till needed. Belt sizes indicated. Card frame 5½ x 7 inches.

Send for special folder on belt stands.

Our new catalogue tells all about display devices for men's wear.

J. R. PALMENBERG'S SONS
Established 1852
710 Broadway, New York
Factory: 87, 89 and 91 West 3rd St., New York
30 Kingston Street, 110 Bedford Street } Boston
10 and 12 Hopkins Place Baltimore



"Twentieth Century" Revolving Cabinets

Are positively the finest and most economical display fixtures ever introduced in the retail store. They enable you to carry 40% to 50% more stock IN THE SAME floor space—do not obstruct the passageways, as do extension cabinets—keep the garments in perfect order, and show them to very best advantage—effect sales twice as quickly and easily—improve your store's appearance—and give you better satisfaction than any other cabinet.

We make special prices to the Canadian trade. Write for Catalogue D—12.

Grand Rapids Show Case Company

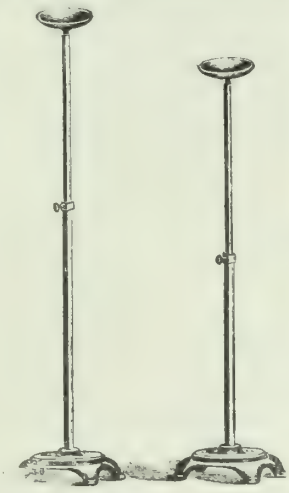
597 N. Ottawa St. **Grand Rapids, Mich.**

Branch Factory: LUTKE MFG. COMPANY, PORTLAND, OREG. Offices and Showrooms under our own management: 724 Broadway, New York City; 51 Bedford Street, Boston; 1329-1331 Wash. Ave., St. Louis

The Largest Manufacturers of Store Fixtures in the World

Effective Display for your Merchandise!

We manufacture a fixture or fitting for the display in the best possible manner of every article sold in a dry-goods store, and our goods will be found of the greatest value in influencing trade and in closing sales.



Our fixtures are of high artistic design, general utility and superior finish and will will wear well under all conditions.

Advise us what your requirements are.

Our illustrated catalogue cannot fail to help you to greater profit.

Toronto Brass Mfg. Co., Limited

17-21 Temperance St. **Toronto**

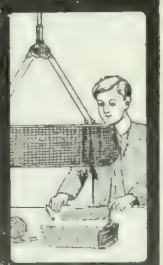
CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE-CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 115 HOLBORN, LONDON E.C. ENG.

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

Use and Abuse of Superlatives in Ads.

Individuality Not Always Emphasized by Extreme Adjectives — Ads. Which Illustrate the Idea — Similarity of Appearance Sometimes the Printer's Fault — Best Effects Not Always Secured in Largest Spaces.

EXAMPLES of retail advertising are frequently noted in which the merchants have been handicapped in working out distinctive effects owing to similarity in fonts used by printers. Three Brantford advts., representing J. M. Young & Co., E. B. Crompton & Co., and Ogilvie, Lochead & Co., may be regarded as fair examples of this.

While it is plain that the general arrangement of these adts. is somewhat different, the type used for emphasizing purposes is too strikingly suggestive of common level.

The intention of each merchant is undoubtedly to get away from this effect, and while the examples here given may not be a fair criterion, an attempt should be made even in these comparatively smaller spaces to give the individuality of each store more emphatic expression by means of typography that is different.

The only fault that might be found in the wording of these advts. is the fact that each is applying superlative language to things which might be claimed with almost equal force by either one. Thus the ad. man for Young & Co. in adopting the words, "Brantford's most important style show" has not been sufficiently distinctive or original. The same thing could be said by a competitor the following week if necesary or probably has been used in previous advertising. In the same way E. B. Crompton's adv. by claiming their store to be "The most interesting spot in Brantford," has also suggested comparisions which convey no information of importance to the customer owing to the danger that the same expresion has already been overworked. Ogilvie, Lochhead & Co., have the words: "The snappiest assemblage of new Spring dress goods in Brantford," and thereby have failed to employ the superlative to best purpose. There would have been greater individuality in these statements had they read something like this: Young & Co.: "This will be the most important and distinctive style show that we have ever held; E. B. Crompton & Co.: "A most interesting spot in Brantford," or "This store is one of Brantford's most interesting spots." Ogilvie, Lochead & Co., might have said: "Here is the snappiest assemblage of new Spring dress goods we have ever shown."

In criticising these advts. at a distance it is difficult to see a reason for prominent use of the city's name in an advt. appearing in a local paper, unless it is that the merchants adopt the idea as a means of absolute identity for their store in the outlying districts and as a help in boosting the city. This latter idea is certainly commendable. The advts. otherwise contain good, practical, merchandising facts.

Fine Balance in this Advt.

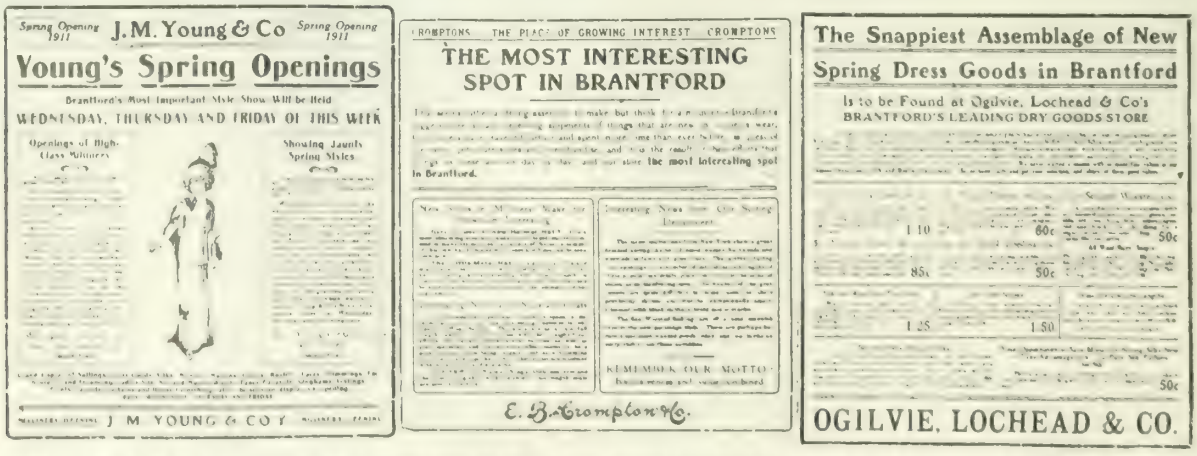
The Hudson Bay Stores' adman in Vancouver, did not need to go very far to gain an inspiration for a "searchlight sale." Plenty of suggestions are offered by the traffic on Burrard Inlet in regard to searchlights.

Generally the entire sheet is good, paneling, spacing, importance of items and respective requisites of an aggressive advertisement are used to good effect.

Fair allowance is made in balancing the matter and the only comment which seems necessary is in regard to the millinery descriptive talk, which might be considered overly breezy but passable as western parlance.

Regarding the searchlight idea the 7-column cut is suggestive but some arrangement seems possible whereby the smaller cuts in the panels could be improved. Possibly smaller cuts radiating from the four corners of the panels would carry out the focusing idea better and do away with the necessity of the words "searchlight sale" printed beneath each cut. More room would also be available.

The advt. is suggestive of sound, dignified merchandising. It is a fine business bringing argument from an advertiser whose work is usually good and not in the least spasmodic.



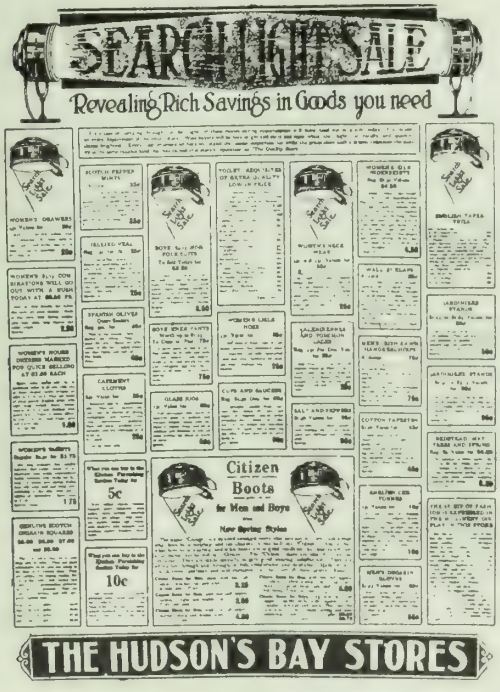
Comparison of advts. representing Brantford merchants. There is same similarity in the use of the superlative in the introduction of these advts. It is probably the printer's fault that these advts. are not as individually distinctive as they might be.

Different Sized Layouts Contrasted.

That cost of space, circulation, general appearance of newspaper sheets and the types used by particular printing offices must be considered by retail advertisers is illustrated by the two ads. shown in contrast. These announcements of Weiler Bros., Victoria B.C., appeared in different publications and this fact in itself explains much of the contrast noted.

A concise comparison is offered in which the merchant would have no control over general results as far as type was concerned but it is possible to judge and form an opinion as to which result is preferred.

As dealing with seasonable requirements, these advertisements should bring results. They were 3 and 4 column respectively, one 6½ x 20 inches, the other 9 x 20 inches and appeared in the Victoria *Colonist* and *Times* newspapers.



Aggressive advertising from the Vancouver Store. The Hudson Bay Store. Little opportunity for improvement.

It is easy to discern the differences so far as an extra column is concerned. Black type is slightly larger. 3 panels and two cuts extra were used and 3 more statements inserted in the larger ad. A fancy border, more white space and larger name plate were possible. In the smaller space larger capitals were used in the items compared with smaller black face type in the 4-column sheet. Appearances certainly suggest that the smaller one was just as forcible, as the larger. Supposing a competition in this case, the smaller ad. would bring as good results if circulated among the same people, and contrast would be given also by the use of a smaller space if the opposition space was 4 columns.

Dealing with three very important departments at this season, Weiler Bros.' announcements show a host of suggestions regarding uses, styles and improvements of seasonable requirements. Many of these could be embodied in an advertisement for any store.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchant
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.
New York, 29 Broadway

Pryce-Jones Advertising.

Several good examples of the general advertising of Pryce-Jones (Canada) Limited, Calgary, Alta., have appeared. Preference for plain, practical, dignified statements is noted. Hardly any unnecessary statements are made. The paneling is unique and it is evident that an attempt is being made to establish a distictive style.

Generally the examples compare favorably with every day Canadian advertising and show sufficient



Contrasted lay-outs from Weiler Bros., Victoria, B.C. Showing black face type in 3 columns, compared with light face and border in four column space.

grasp of typographical effects to promise broad snappy announcements for the future. The importance of this new concern demands distinctive advertising and the public of Calgary will naturally expect it. It is safe to say they will not be disappointed, judging from examples noted so far.

Celebrated Their Anniversary.

J. Sutcliffe and Sons, Lindsay, celebrated the anniversary of their fourteenth year in business in that town on March 17th, inst. A birthday reception and sale was announced in March 9th issue of the *Watchman-Warder*.

Customers were invited to enjoy a birthday treat of cake and other refreshments, including many attractive buying "specials." Music, floral decorations and St. Patrick day festivities added materially to the success of the anniversary. Customers were made to feel cordially welcome and throughout the advertising was an invitation to "come."

Combined in the special advt. was a short resume of the policy, history, growth and present standing of the firm showing results of merited patronage and confidence bestowed by Lindsay customers.

An Attractive Announcement

R. H. Knight, Ltd., Sault Ste. Marie, mailed a striking announcement to their customers inviting them to attend the Spring ready-to-wear opening. Green and white duplex paper looked well with outlines. Old English condensed type and pleasing cuts printed with black ink. A good layout was used on a sheet 10 x 12 inches folded once.

On the cover, "Spring 1911," the firm name and a reference to the millinery opening combined with two fashionable cuts, contrasted favorably with the high-class invitation printed directly in the centre of the inside of the folder. Plenty of space was allowed and altogether a dignified announcement was gained which certainly should have been effective in impressing customers.

Harem Skirt Causes Protest

Members of Nottingham Chamber of Commerce Declare that New Styles are Injurious to Textile Industry.

That the pantaloon gown and other extreme and sensational styles emanating from Paris calling for the elimination of the petticoat are a source of serious concern to a certain section of the textile industry in the Old Country and Europe is evident from a discussion which recently took place in the Nottingham Chamber of Commerce. B. F. Stiebel, one of the members, moved the following resolution of protest to be submitted at the meeting of the Associated Chambers in London:—

That the fancy and other textile trades of this country are gradually injured by the extravagant and grotesque vagaries of Paris fashions, and it would conduce to great stability and diminished losses in these trades if the legitimate leaders of English Society were to set the fashions for English ladies' dresses, instead of adopting those set by irresponsible persons in Paris.

Mr. Stiebel urged that this was a most serious matter. Some Paris fashions had become so outrageous that it had become a matter of great moral courage for ladies to wear them. The serious side was that the traders of Nottingham, Lyons, and Calais, in all kinds of white cloths for skirts and shirting, were materially interfered with. He declared that at the present time a syndicate was being formed in Calais to pay large sums to designers in Paris houses to bring about the use of their goods. Thousands of people in England were suffering serious injury through these fashions. When Englishwomen, in form and feature, bore comparison with the whole world, why should we not have fashions set by the leaders of English Society, rather than by some unnamable or unnamed persons—perhaps actress, perhaps demi-mondaine—in Paris? It might seem a trivial thing to some people, but it was a matter of life and death to manufacturers. They would be glad to be led by Paris fashions on conditions that they were reasonable and beautiful. When the sense of the grotesque was allowed to rule the fashions it became a grave matter. The Nottingham trade was being killed by irrational and stupid fashions.

J. T. Spalding, a prominent draper, expressed the view that London led the fashions and set bet-

ter fashions than Paris. He thought the "harem skirt" would not influence Englishwomen; they were too sensible. It would, however, be beneficial to trade generally if the present extreme fashions were altered. They were great losers by the fact that no petticoats, lace trimmed, were now worn.

Other members said they feared that the resolution, if sent to the Associated Chamber, would be laughed at.—Mr. Stiebel said the matter was too serious to be farcical. The Associated Chambers would enjoy discussing it.—After further discussion, however, it was agreed that the resolution should not be sent to the Associated Chambers.

Are Your Dress Fabrics Properly Shrunk?

Now that the busy season is started in the dressmaking department the methods of shrinking materials become again an important factor. No matter what system is used or preferred customers can be induced to buy many times easier if assurance is given that goods will be properly shrunk.

Many dressmakers prefer to shrink their own cloths and assume all risks. Attention and personal studying of each fabric enables modistes or their assistants in charge to do perfect work.

Machines are also used to advantage, when quantities warrant. They also prove a source of revenue if a nominal yardage charge is made. Machine or hand methods are only satisfactory through constant attention.

Whichever method is used advertising the advantages to customers, especially at this season, is an assistance in making sales. Perfectly spotless sponging is the strong point. Goods must not appear creased or lifeless. Shrinking properly is an acquired knack and is an important adjunct in the success of the dress goods and dressmaking departments.

Failure to properly handle this problem is often due to the material being left in shrink too long or the shrinking cloths being too wet for the particular weight of cloth. Having one person in charge of this department and allowing cloths sufficient time to dry will help to overcome some faults found by customers. If machine shrinking is possible, it should be done always by one person in order that results become identical, on equal weight fabrics.

Even if no charge is made the satisfactory handling of this department proves good advertising if announcements are made now.



An all-Canadian shopping week is to be held in Toronto early in June. The leading stores of that city will be asked to make special displays of Canadian-made and Canadian produced articles, and the buying public will also be urged to direct their purchases particularly to all-Canadian articles. The idea has been taken up by Toronto Board of Trade.

The White Store, Kamloops, B.C., have enlarged their premises and added a whitewear department.

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager
Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.
DYED, FINISHED AND PUT UP
Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.
MONTREAL TORONTO OTTAWA QUEBEC

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Trimming Men Not Strong on New Plain Hat Models

Helmet Hat Succeeds the Ding-a-ling — Larger Models Booked for Easter — Some Stunning Ribbon Effects — Coral and Blue Lead in Colors of Materials — Feather Department Showing Great Activity.

Staff Correspondence.

Office of The Dry Goods Review,
115 Broadway,
New York, March 31.

THE ding-a-ling hat has been a thorn in the side of the millinery trade since it introduction several months ago. One hears nothing but complaints about its effect on the trade, and now when the masses have run it into the ground, along comes something just as detrimental —the helmet hat.

Of course, those who manufacture helmets and ding-a-lings have no cause for complaint, but compared with the great number who are engaged in other pursuits, their number is small. The helmet, like the ding-a-ling, requires very little trimming, and it is, of course, for this reason that flower, feather and ornament men oppose it.

So far, the helmet and Napoleonic effects are very strong, and the great demand for flowers that the trade was confident of, has not arrived. To be sure it is early even yet for big retail sales. Climatic conditions have been such that furs, even at this date are necessary, and the women who are wearing straw hats are doing so with their winter apparel. The hats seen to date have been rather inclined toward medium and small effects. There are, as stated. a number of close-fitting helmets, made from coarse straws, and scantily trimmed, and there are numerous examples of Napoleons trimmed with cockades of ribbon, with butterflies of velvet or feathers, and with everything except flowers.

It is confidentlv expected, however, that the large hat will reappear in the front ranks of popular favor after the Easter season, and doubtless flowers will come into their own ere mid-summer millinery is donned.

Ribbons Very Strong.

At the time of writing, ribbons are very strong, especially in striped effects, black and white leading.

It is a fad to use two kinds of ribbon on one hat; velvet and taffeta are usualy chosen. There are some stunning two-face ribbons in the market, black and blue, black and coral and black and green are the most favored. There are also ribbons that are striped on one side and plain on the other. Wide ribbons are most in vogue, and while there are many fancy weaves, plain effects are selling well. A very handsome sash ribbon has a veiling of chiffon over the ribbon, which leaves an inch border of the satin on either side. The new hats show a lavish use of ribbon, arranged in bows that add to the height of a hat usually, as well as in stunning rosette and cockade effects.

Uncut velvet ribbon in colors is enjoying considerable vogue. Indeed in referring to any material the same observation applies, for it is pre-eminently a season of color, with coral and blue leading, with Empire green gaining in favor, and all shades of violet very good.

Ostrich Unusally Favored.

Perhaps no branch of the millinery trade is showing greater activity than the feather houses, for ostrich is unusually favored for Spring, and, contrary to general conditions, it is the colored and not the black stock that is selling. The French tips have the preference. There are quantities of uncurled feathers being used, singly or in combination with the curled effects. Shadded feathers, the shading being from the ends of the flues to quill, are also selling, as are flat bandeaux and ostrich fringe or wreaths. These latter are usually willow. There is a demand for willows, but the better trade are favoring French feathers.

Women Aping the Men.

A popular, if extreme, shape of the moment has a very high stovepipe crown, and a narrow rolling brim, which is most suggestive of a man's top hat This shape is nearly always trimmed with ostrich, and it is usually applied at or toward the back, which softens the very severe line. It has been the fashion in the masculine world to wear one's silk hat at a curious angle, well on the back of the head, and the women are aping the men in this rakish style.

The report of what is being worn sounds to date as if all hats were small, or at least medium, but this is not, strictly speaking, true, for while the first purchase has usually been a medium or small hat, women who are buying several have selected large hats for formal wear, and these have been for the most part quite flat and decidedly broad. There is a growing tendency toward under-brim decoration, particularly in hats of this character. There is nothing prettier than flowers for this effect, but rarely do they touch the hair, being applied against the brim, and held tightly against it.

Small flowers, roses, pansies, cornflowers and many varieties are used often together, in a whole or part circle, generally leaving an inch, or maybe more, of straw at the edge.

One occasionally finds ribbon introduced at the head-size, and resting on the hair, but this idea has not taken hold as yet. Large and medium-sized flowers, while not nearly as much in demand as the smaller varieties, are nevertheless still being used.

One of the floral novelties of the season is the poster flowers, as some call them, on account of their impossible, or rather unnatural colorings. Many of these are made of moire, and are cut out by hand, which gives them a curious old-fashioned appearance. the veins of the leaves are rather roughly painted, as are some of the tulips, a flower which one sees frequently in these effects.

It is certainly the case that when flowers are used they are piled together in pyramids or intermingled in chains and garland in great profusion and a fine disregard of color harmonies. In flowers, rose shades predominated. Helen rose is a name that may become as universally known as Alice blue.

Millinery Commissioners

Limited

Toronto

OFFICES IN PARIS AND LONDON.

We have invented a new way of selling Millinery requirements. All orders executed and boxed on the manufacturer's premises, just as you entrust them to us. These are forwarded under your special order number. Each of your orders represents the product of from one to fifteen different manufacturers. Don't jump at the conclusion that this arrangement holds no interest for you, because the system of packing means less handling, smaller expenses and smaller prices in Canada. Of course it would be impossible for us to fill any one order other than in conjunction and with the quantity influence of orders taken from representative firms from one end of Canada to the other.



Trade Mark

We are introducing a principle of disposing of Millinery on a **Commission Basis.** To facilitate this idea, we have avoided every expense which is not purely in harmony with a commission business. We carry no stock, sell no goods in the warehouse, do business only with first-class firms, accept no returns or claims, except where we or our goods are at fault.

These circumstances will naturally lead you to expect value.

The fact that we have sent six men abroad in the past eight months is no little guarantee of style.

If you are not interested from a purchaser's view point, at least have a look at the weapon you place in the hands of your opponent.

Millinery Commissioners, Limited

23 Scott Street, - - - - - - TORONTO



READY-TO-WEAR GARMENTS

Satisfactory Spring Openings

Suits Have Sold Well and Good Demand for Dresses and Separate Coats — Strong Trend in Direction of Novelty Business.

STYLE points for the general trade are settled for the season now in progress and many manufacturers are becoming more interested in the Fall season and the styles and fabrics that will be wanted then. There is a growing number of garment makers who do what may be strictly termed a novelty business and who are yet bringing out new styles for late Spring and Summer wear.



Lingerie blouse showing Irish crochet lace yoke and trimmed in bolero effect with wide Cluny galoon and lines of Cluny insertion and embroidered lawn New York Model.

Business in ready-made garments of this class is growing rapidly in this direction, and it is needless to remark that these are high-priced lines.

In the retail stores, business has opened up in a very satisfactory manner and the demand particularly for dresses and separate coats, is a very large one. Suits have sold well in some sections, but business has been light in others. Manufacturers of suits have done as well on the whole as anticipated as no one prepared for a heavy suit season, and the sale of other lines is amply making up for any falling off in the sale of suits.

Opening displays more or less elaborate have been the feature of the month, and in the larger cities imported garments have in several instances been shown on living models.

Though the much-talked-of trouser and harem skirt has been turned down by the smart women of Paris, and at the later dressmakers' openings the showing was confined to just one or two inconspicuous models, it has been used to good advantage by many houses to draw attention to their opening displays. Models have been used for window display, and they have been shown on living models in the stores.

In the States it is said that numerous buyers have included a small selection of harem trouser, and divided skirt models in the lines they have bought, but the majority are skeptical as regards any general acceptance of the innovation.

Marquisette the Novelty

Veiled Waists, with Lining of Net or Lace are Highly Favored — Tailored and Sailor Styles in Messalines, Foulards and Other Silks

The novelty in waist lines is the marquisette waist. Models are shown both in butterfly and tailored styles. The tailored waists have groups of tucks down the front and are finished with sailor or Dutch collars.

These collars are either embroidered in colored or Bulgarian paterns, or they are of colored marquisette. The colors used are coral, vert Empire, navy, Nattier, pumpkin or cerise. The butterfly waists have yokes, inlet collars and jabots of color, and are further trimmed with lines of Cluny or imitation Irish, and crochet buttons.

The imitation bead embroidery in black and white is another fashionable trimming. Beaded marquisette waists are also a high novelty. There is every evidence that waists of cotton marquisette will not pass with the Spring and Summer, but will continue over into the Fall season.

Veiled waists, but with the lining of net or lace, are just as hightly favored as ever. The fashion of superimposing sheer fabrics over another has suffered no diminution. It is used as much as ever by the Parisian fashion makers, and veiled dresses were again a feature of the Spring openings. Manufacturers have fair orders for future delivery on hand, but as the heated period of the year comes along these waists will disappear before the vogue of sailors and lingeries, to re-appear, however, on the approach of Fall.

Order This Line To-Day

¶ It will be the fastest seller in your experience. At the moderate price you can sell them they will go as fast as your clerks can handle the customers. Women will be irresistibly attracted by the stylish beauty of the whole design—particularly with the

Plauen Yoke and elaborate Lace Trimming

and your margin of profit is exceedingly good.



No. 8059

Price $36.00 per doz.

Prompt Delivery Assured

¶ Place your order before the big mid-season rush begins, place it to-day.

The Star Whitewear Mfg. Co.

Berlin :-: Canada

The high-class trade is going in for tailored and sailor styles developed in messalines, foulards and other soft makes of silk. Many of these models show ties or ribbons run through slashes and knotted in front.

As the season opens up the sale of lingerie models shows every sign of increasing. Buyers are becoming more enthusiastic, and the prospects brighten for a big season. Lingeries are always in good demand, and the waists shown this year are both new and pretty in style. This element of novelty is always a big factor in making sales. Not only is there a new and pretty sleeve as a talking point, but the butterfly model is totally new, and in the butterfly effects particularly it is eminently practical.

The vogue of the kimona bodice in its simplest form is more marked than ever. This cut now enters into all garments, and promises to become, if possible, even more fashionable than it is now, when the season is further advanced. Almost all the imported garments seen at the openings were cut in this manner, and there is no sign of a change as yet.

The tendency is all in favor of the short sleeve, and the ultra styles will exploit even shorter lengths than the three-quarter models. There are some whispers of changes, but beyond a tendency to bell and angel effects in coats and dresses, there is no noticeable change.

Coronation, middy and sailor waists promise a big Summer sale. Already they are offered in many effective styles, and the list will be longer before the time for selling arrives. The sleeve that does not reach the elbow promises to be good in these waists, and one firm is showing a practical sun-bonnet to match.

Fine Range in Dresses

Makers Showing New Models and Have Done Well on Samples Already Submitted — Foulards and Striped Messalines Good Sellers

The coming Summer promises to be a big dress season, and makers of dresses are not only showing new models, but are receiving big orders on the samples that have already been submitted. The range is such a wide one and the prices vary as much. Women can now find in this department a dress for all occasions. She can buy a neat, natty tub dress for the house as low as $1, or she can pay $25 or more for an elaborate afternoon toilette or party dress.

The best of the dress business is not just that there are dresses for all occasions and at practically all prices, but the sale is almost continuous, for there is a constant demand for something smart in dresses almost all the year round.

Just at present foulards and striped messalines are the big sellers. Many of the foulards are made from bordered goods, and matching effects in stripes are a feature in messalines. One seen in the second Spring line of a manufacturer had a straight flounce of panels of stripes cut on the bias and forming big V's all around the skirt. This flounce was finished with a deep band of black satin, and the simple waist was trimmed with black satin, touched with king's blue.

Manufacturers are making these dresses on very simple lines. The butterfly or kimona waist is trimmed with pipings, strappings, tiny crochet buttons, or small ball buttons of gold or silver, but in such a manner as not to hide the simple lines. The skirts are cut in straight-line effects, but give plenty of sweep at the bottom. The waist-line is raised above the normal, and the skirt is often piped onto the waist in place of having a girdle or belt. The yoke of lace and lace under-sleeve have disappeared, but there is often a round collar of lace and cuffs to match used as a finish. Some dresses have an inlaid collar, pointed both back and front, and tied in front with satin ties, shirred, and ending in drops and tassels.



A popular model, with simple lines of spot muslin.



New lingerie model, with handsome lace bodice effect.

Shown by Eclipse Whitewear Co., Toronto.

Besides messalines and foulards, street dresses are made of fine serges, wool taffetas, and shepherd's check suiting, and striped suiting.

Lingerie dresses of all-over embroidery, cotton marquisette, voile or lawn, are made in the same style and trimmed with wide embroidery and lace bands and narrow lines of lace. Marquisettes are trimmed with wide bands of colored marquisette or of satin, and often there are wide collars or fancy yokes of the same.

The new note is the introduction of the sash. Some of these are the flat panel sashes, but more often a ribbon sash often tied at the sides and with the ends drawn into a tassel is used.

Coats in Modified Empire Serges

Houses making novelty lines are finding buyers interested in smart styles in wrap and utility coats. These models are developed in cream and hair-line

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The Latest **THE** Fit
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Suits—Coats—Skirts—Raincoats

A pleased customer is your best advertisement—Sell her a "Pullan" Garment - she'll be pleased.

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EASTER SORTING NOVELTIES

Wire or letter orders receive immediate attention.

You will need a few lines to sort in—Give us the size, shade and price —You will receive an assortment which will not only ple ase you but will prove ready sellers.

Try our Mail Order Service.



New Spring Model made in Fancy Cheviots Diagonals, Serges Guaranteed Lining **16.00**

Suits 10.00 to 25.00

Costs 3.75 to 22.50

Fit

Quality Send for Sample Garment Value

Service

Skirts 3.00 to 9 50

Raincoats 5.50 to 15.00



Smart Spring Models in Fine Whipcords Serges Worsteds guaranteed Lining **16.00**

M. Pullan & Sons

(Estab. 1902)

Cor. Bay and Wellington Streets

TORONTO - CANADA



Lingerie Gown of White Cotton Marquisette trimmed with wide bands of Embroidery worked on Filet Net, with Band Edging Skirt. Sailor-collar, Sleeve Trimming and Girdle of Coral Marquisette.

"It's the something different that does it."

Eclipse

TRADE MARK REGISTERED



"Eclipse" Models are the Acme of Grace and Style

Dealers are not slow to realize the advantages of our limitless supply of new and modish whitewear, our tremendous assortment, and the wonderful values we offer.

The Gown shown is one of a large line of Summer Dresses now being shown by "Eclipse" representatives. Their cases are overflowing with beautiful WAISTS and LINGERIE DRESSES that will give you exactly what you most need in your Whitewear and Ready-to-Wear Sections.

THERE'S MONEY FOR YOU IN "ECLIPSE" PRODUCTIONS.

See Our Lines Before Ordering

YOUR SUMMER GOODS

THE ECLIPSE WHITEWEAR COMPANY, LTD., TORONTO

striped serges, black and white smooth-finished tweeds and shepherd's check suitings, as well as waterproof pongees, and tan motor linens and reps.

These coats show the straight lines of the Empire and Revolutionary models and are cut with the sleeves in one, with the coat kimona fashion, or with the raglan sleeves sloping into the neckband, back and front. The sleeves reach to the wrist and are bell-shape, or cut in straight top-coat fashion, as wide at the cuff as at the shoulder. The deep Revolutionary turn-back cuff is used with both kinds of sleeves. These sleeves will be seen in Fall garments and the bell sleeves will have a wind guard to impart the needed warmth.

Straight-line coat models will also be included in Fall lines, as they are a very suitable style for making up in the new soft cloths.

These utility coats are finished with large cape collars or square collars, or newer still, with large capuchins or hoods, that can be drawn over the head. Black satin inlaid collars to match the strappings and pipings used are most seen, but king's blue and coronation red satin is also used, and where hoods are seen the lining is generally of this brighter shade. Generally there is a high belt or some effect of cut that suggests the Empire waist.

Buttons are a decidedly attractive trimming feature, and while handsome, are not especially conspicuous, as fashion now decrees that they must tone in with the cloth at present.

New York is featuring top coats made in mannish lines and hanging loose from the shoulders. These coats are, as a fact, built as closely as possible along the lines produced in a man's overcoat. They are about three-quarter length, reaching to well below the knees. They are made in fancy mixtures, stripes, checks, and in plain serges, and a few are seen in plain satin.

Another novelty is the reversible coat, made in two-faced fabrics or in two fabrics. Double-faced satin, the one side black or dark blue, and the other in some of the new brilliant shades, is used, and pongee and plain serge are also used for these coats. There is a decided tendency towards the use of brilliant cottons for linings that promises to have a marked influence on Fall fashions.

Harem Skirts on Exhibition

Worn by Living Models in the Eaton Garment Department — Skirt Portion of Full Turkish Trousers Gathered Close to the Ankles.

The possibilities of the harem skirt seem to be mainly in the use that can be made of the new mode from an advertising standpoint. This was convincingly demonstrated recently when the T. Eaton Co. exhibited the much-discussed new mode on living models, in their garment department, Toronto.

Two New York models were brought over for the occasion, and a large space was roped off in the department for the exhibition. The large crowd gathered was eager, curious and interested, one decidedly unusual feature being the number of men present and their eagerness to obtain a good view.

Though the harem skirt is more pleasing and more practical than the trouser skirt, judging from the comments heard on every side, it has very little more chance of being adopted for general wear. That there was a certain element of attractiveness can hardly be denied, but much of this was due to the rich materials, and effective color-blending, and also to the grace and good figure of the models who wore the gowns.

Convenience is one feature that recommends the new gown, for its adjustment is a simple process. A princess combination, consisting of corset cover and drawers, is worn underneath, and there is, of course, no underskirt possible. The skirt portion consists of full Turkish trousers gathered close to the ankle, over which falls a graceful long tunic. These pantaloons have a full lining of soft white silk, and are mounted onto the waist with a wide interior band, like that used for the high-waisted princess skirt.

The first model to appear was of soft black satin duchesse, relieved by a broad soft girdle of bright purple satin and touches of narrow gold fringe at the sleeves and neck. The waist closely defined the figure and had short straight sleeves. The over-skirt was perfectly plain, and overlapped, scarf-fashion, in front. The closing was at the back, and the edges were finished most effectively with a narrow ball fringe.

Two of the other models were identical, save for the color of the waist—one being of vivid vert Empire satin, and the other a beautiful shade of bright king's blue. The full trousers and over-skirt were of black satin and the over-skirt of the same was draped gracefully on the left side under an immense knot of cord and tassels. The butterfly bodice had a tinge of shirred peplin fastened to the bodice under a cord girdle. A one-sided jabot of pleated cream net relieved the front of the waist, and a narrow round yoke of the net formed the finish to the collarless neck.

The Eaton Co. also showed a model designed in their own factory. The full trousers of black satin were veiled with a long straight tunic of black voile, edged with a deep satin band. The skirt and trousers in this case were separate from the waist, and a blouse could be worn with it.

Favor for Separate Skirts.

Advanced Spring fashions show a marked favor for separate skirts, and to satisfy the popular demand, there is showing a large selection of new styles designed upon distinctive lines. Panama, serge, mannish suitings, grey worsted and voiles are now selling. Later in the season white and cream serge, both plain and in pencil stripes, navy and black serge, with white pencil stripes, and skirts of motor linen, and tan cotton suitings, white linonette and rep. The new skirts are in smartly-designed panel and tunic models, and many of the washing models button down either the front or the side of the front panel.

The Right House, Hamilton, has recently opened a new tea room and installed a 5,000 soda fountain. The tea room will accommodate about 60 people.

Novelty Styles for Spring 1911

Our Range of Dresses, Waists, Top Skirts, are complete for this season, and will command attention from all buyers of High Class Ready-to-Wear lines.



F 880 $12.75 ea.
Stylish Foulard Silk Dress in all the season's newest shades.



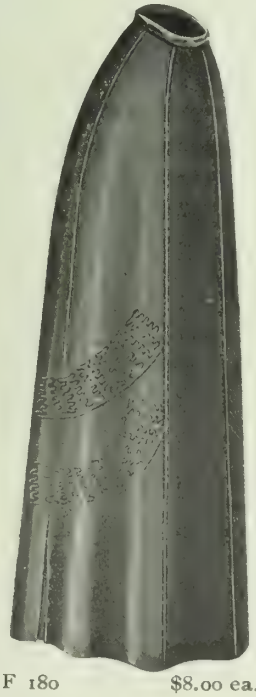
F 1179 $6.25
Black Voile Skirt, new Braiding and latest styles.



F---- $5.75 ea.
Fine quality Chiffon over net, trimmed with beads, the very latest for Easter selling.



F 881 $9.50 ea.
Tailored Panama Design in all new shades.



F 180 $8.00 ea.
Black Voile Skirt with newest trimmings.

R. D. Fairbairn Co., Ltd.

107 Simcoe Street, Toronto

President
Rhys] D. Fairbairn.

Vice Pres.
F. J. Knight, W. C. Cliff.



Dainty lingerie gown, showing kimona sleeve, popularity of lace and sash novelty feature in black and white or Dresden design ribbon, with knotted fringed ends.

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SEPARATE SKIRTS

NEW ADDRESS **13-21 EAST 22nd STREET**

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YOUR OPPORTUNITY TO

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$6.75 a dozen

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THIRTY-FOUR DIFFERENT DESIGNS LAWN WAISTS (Eleven of which are illustrated.)
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Sold only in 17 dozen lots. (½ dozen of each patiern.) Asst. to box 34 40 and 34 42

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[OLD A BIG WAIST SALE!

Unparalleled Lawn Waist Values at $6.75 a dozen



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MAKE SURE OF GETTING YOUR SHARE

Write for as many lots as you can use. We'll send by Express or Freight, and if you're not satisfied, send them back

GREENSHIELDS LIMITED
MONTREAL

The Shield Brand



Straight Line Model in White Cheviot Serge. Rounded Collar and Revers and band that gives the Empire Effect are of flat Venise over Coral Pink Satin. Gold and Lace covered buttons on cuffs and fastening the coat are additional distinctive trimming touches.

A ROGERS GARMENT
TRADE MARK REGISTERED

Canada Cloak Co.

LIMITED

63-71 West Wellington St.

TORONTO .:. CANADA

MANUFACTURERS OF

WOMEN'S, MISSES' AND CHILDREN'S COATS

FUR-COLLARED COATS

WOMEN'S AND MISSES' SUITS

WOMEN'S SKIRTS

A ROGERS GARMENT
TRADE MARK REGISTERED

New Fall Lines in Children's Dresses

Coating Serges and Softer Finished French Serges in Navy, White and Alice, Panama, Bedford Cord and French Worsteds are favored fabrics. Kimona Waists and Sailor and Middy Styles an Increasingly Important Department.

THOUGH so recently introduced, misses' and children's wear is becoming a very important line. Three or four short years ago this stock was only carried half-heartedly, and then only in the leading stores. The change came when manufacturers began to specialize and to stimulate buyers into paying proper attention and putting in proper stocks.

Manufacturers, on their part, paid particular attention to the production of smart, snappy, practical, up-to-date styles, and took care that the fabrics they used were suitable for children's wear in color and design, and that the materials used had service as well as style.

There is a constantly growing demand for children's garments from the smaller stores, as well as the larger ones. No merchant who can be induced to put in a proper assortment and to give the department proper management is ever dissatisfied with the results.

Women are finding that the work and worry attending the production of children's dresses at home does not pay, and that store prices are less than the cost of dressmaker's charges added on to that of materials. Also that the ready-made garments are smarter in fabric and cut.

This is because the manufacturer is helping out the manufacturer by producing special fabrics, patterns and trimmings solely for making into children's and misses' dresses.

In connection with this point, The Review would like to remind buyers that when buying children's dresses they should not be guided by price alone. Fineness, style and desirability are safer guides to the buying of merchandise upon which to build up a reputation. Merchants know, of course, the prices that are popular ones with their customers, but they must take into consideration that there is the making, as well as the material used, in the garments they are buying. Mothers also will be easily induced to pay a little extra for good materials and workmanship, as they will save in the end.

The fabrics used this Fall cover a wide range. Serges are always a favored fabric for children's wear, and this year serge may be said to be not only a staple, but a fashion fabric.

Coating serges and the softer finished French serges are used in navy, white and Alice, Panama, Bedford cord, cashmere, French worsteds in grey with coronation stripes, and fancy tweed effects, are favored.

For some time now there has been an increasing demand for washing dresses for Fall and Winter wear. These are made of special cotton fabrics, fabrics so treated that without being napped they have the warmth and the handle of wool. Of this class are the English whipcords, Manchester flannels and Winter-weight galateas, that are made up into washing dresses for school and home wear. Of the sanitary advantages of dresses of this kind there is no necessity to dilate, as they are well understood by both parent and teacher.

Mothers' fashions always decide what the small girl and the budding miss shall wear, and the simple, youthful, straight-line styles so fashionable for their elders have wonderfully simplified the work of the designers of children's wear. The butterfly or kimona waist that shows off the line of the arm and shoulder, always a lovely one in children, is almost all-prevailing. Some of the skirts for the girls are circular, but as a rule pleated effects are adhered to. The pleats are pressed close and while keeping up the effect of the straight line, give to every rapid movement on the part of the child. Though skirt widths are ample, they are hardly as full as those of the preceding season.

Next to butterfly effects, sailor and middy dresses must rank. The novelty here is the smart coronation dresses. These come in both sailor and French dresses, illuminated by bands, pipings and knotted ties of bright-hued silk. Coronation red and king's blue satin, flat braids, soutaches, fancy gimps, gilt ball and boucle buttons, crochet buttons, etc., are all used.

Many smart little dresses show the one-sided effect now so very fashionable. They have one braid-trimmed rever instead of the regulation pair.

A smart butterfly model had wide buttonholes or slashings set at intervals about 3 in. from the neck and a wide band of coronation red satin was drawn through the slashings, ending with a knot and ends in front. Military straps of red or blue satin are decorated with a row of gilt ball buttons.

Many of the sailor collars are of inlaid satin or cloth and are trimmed with rows of flat braid or soutache.

Specializing within a specialty, there are manufacturers of children's wear now who confine themselves exclusively to dresses for children between the age of one year and fourteen. For the younger children the one-piece buster is a favorite model. This is cut all in one, often sleeves and all, and is variously finished with tucks, pleats or plastron fronts. Velvet or satin pipings, cloth bands, gimp and braid are used as trimmings. Many of these small dresses are made of washable fabrics. Tweed, serge, panama and Bedford cord are also used for busters and for French dresses.

A line that is selling specially well is a child's kimona. These garments are mothers' in miniature, and are finished around the neck and down the front with plain sateen to match. The fabric is a soft make of eider-down, and the garment is so pretty and so practical that it takes the eye of the child, and satisfies the desire of the mother for a useful garment.

Sashes to be Decided Feature

Used Not Only on Lingerie Gowns, but on Tailor-made Dresses and Suits — Great Season for Ribbon Novelties in Prospect.

It is interesting news that Paris has come out strongly in favor of the sash. At the dressmakers' openings held in Paris last month all the leading model houses were a unit in this feature. So strong is the fashion that even tailor-made serge suits and cloth dresses do not escape and the latest note is that the suit or dress of sombre cloth has a vivid touch of color added in the silken sash.

These new sashes are much trimmed. Some are beaded, some are embroidered and many are finished with tassels and fringes often of beads.

Sashes are to be worn with the new lingerie gowns of marquisette, voile or mull and embroidery, and quite a plain little dress is made smart enough for any occasion by the addition of a handsome sash. Gowns of this kind promise to be the ones selected for bridesmaid's wear.

The illustrations given on another page show a number of lingerie models finished with elaborate ribbon sashes that are sure to appeal to the woman who is choosing a bridesmaid's gown.

Bridesmaids, even for church weddings this year, are wearing wreaths of ribbon flowers, ribbon flower trimmed bandeaux, or ribbon-trimmed lace caps. All these fashions mean business for the department that goes after it.

The large city stores are making extensive window and interior displays of these ribbon novelties. These stores have built up their departments by being alert for novelties of this kind that help the sale of ribbons, and by being always ready to feature them promptly and prominently. They seek out the coming fashions and create a demand for their goods by showing them in advance.

This season there is an unusual wealth of ribbon novelties. Usually the sale of this class of article has been regarded as peculiar to the Christmas season. Such articles as sprays for the hair made up of ribbon flowers and artificial foliage, wreath effects and bandeaux made of ribbons and trimmed with ribbon flowers are all selling. To these must be added the later novelty of exceedingly handsome sashes.

Many of the new sashes are reminiscent of the Japanese obi, and fasten under large loops and bows. Others are Turkish and Persian in effect and are of soft satins and ribbons or crepes and are drawn together and weighted to pull them into graceful lines with tassels or beads and embroidery.

Sashes for lingerie gowns are made from wide satin duchesse, faille, failletine and taffeta ribbons. The bows are large and the long ribbon ends reach almost to the hem of the gown. Unless the ribbon is very wide, three, or even four ends are used, and these ends are weighted and trimmed with ribbon garlands, beaded fringes or flower fringes. Sashes of striped Dresden or brocaded ribbons are trimmed with heavy silk fringes or tassels.

Another revival that will make for good business in the ribbon department, if it attains the vogue it had when worn some years ago, is the ribbon chon. When last worn it was the black chon that was fashionable. It was placed on the left side of the

What is Your Children's Dress Section Like?

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Try them at once.

Our travelers are now on the road with Fall styles.

This year is particularly rich in the quaint and dressy styles mothers love, and yet the dresses are thoroughly comfortable and will give splendid wear.

See the new Coronation styles and colors and particularly the new Butterfly dresses. They are the newest and are most in vogue.

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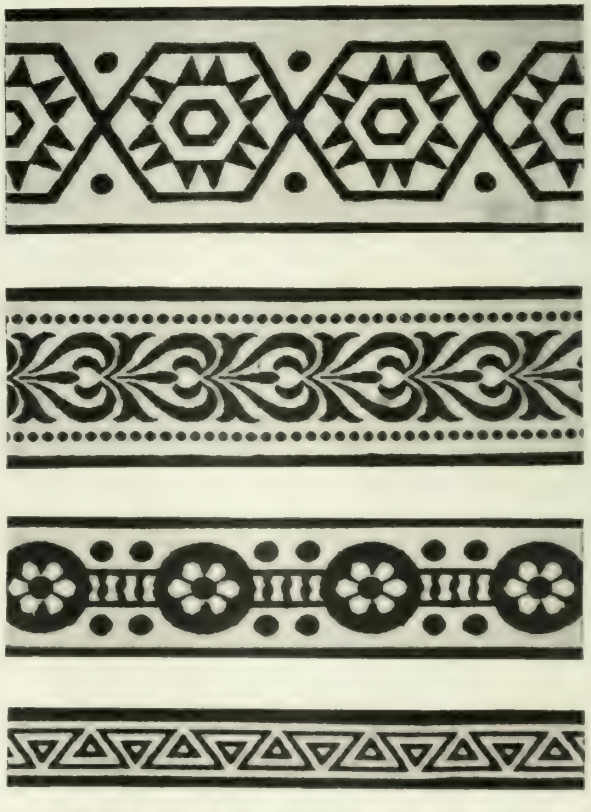
bodice and gave the black touch that was needed to the white or very light gown. Now the fashion is reversed and the new "chons" will be of bright-hued satin or velvet ribbon to relieve the sombreness of the very dark colored gowns that are becoming so fashionable.

With transparency the vogue in waists, all the details of the lingerie beneath becomes of importance. Corset-covers are all ribbon run, and it takes time, trouble and expense to keep up the freshness of the ribbons used. There is a decided preference given to white ribbons for this purpose and when pink or blue is used it is the very palest shades that are chosen. Baby ribbons are used for this purpose and most stores keep them done up in bunches of ½ dozen yards in a basket on the counter, ready for the customers' selection. The wash ribbons are specially made for this purpose, and that once run in need not be changed, but will wash with the garment, is worthy of an effort to push it.

Its merits are that it saves time and trouble as it will stand laundering just as well as the cotton of which the garment is made.

The Coral Girdle.

A novel and pleasing girdle for Summer dresses of silk or fancy wash goods consists of cord and tassel, with the usual accompaniment of barrel-runners. This is specially designed to be worn with the raised waist-line skirt in Princess outline. The cord comes in steel, gilt and silver and in handsome combination effects. A similar article is also being seen in delicate shades of washable material as a finish to a lingerie dress.



Colored Wash Bandings for children's and ladies' wash dresses, blouses, jumpers, etc. Shown by J. & J. Cash, Ltd., Toronto.

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Paris Adopts Fashions from Time of Terror

New Note in Model Houses — Soft Silks in Quaint Striped Patterns in Green, Dull Red and Yellow the Novelty — Etamine and Double-faced Materials Used — Black and Blue Street Colors — Combinations of Vivid Tones

Staff Correspondence

Paris, France, March 24.

NOW that the exhibitions in the Rue de la Prix are in full swing, it is possible to tell, with as great a certainty as possible when speaking about fashions, what will be worn by the elegantes who set the ball of style rolling during the present Spring.

To begin with, the materials used, blue serge and surah, are the fabrics most favored for smart little dresses and suits. The revival of surah is one of the features of the openings, and is accompanied by a vast improvement over the old-time weave. The new surah is far heavier and yet it retains its suppleness, and distinctive twill. Its only drawback is that it is hard to tailor, but in spite of this fault it is made up into most effective suits.

Though surah is pressing for favor, it has not taken the place of satin.



On the left: A tailored suit with the skirt split up to the knee. The buttons and loops have to be loosened before the full trousers beneath can be seen. The pretty model on the right has the skirt fulled onto a band to simulate a harem skirt.

Although satin has been so universally worn during the winter, it is just as much the favored fabric for Spring wear, and the big couturiers are bringing out their leading models in this fabric. For suits, wraps and evening gowns, satin easily holds its own.



Snapshot of one of the trouser skirt models. The skirt is of black liberty satin and the trousers are of royal blue satin

A new mohair fabric is also attracting attention. It has a broad stripe woven like a braid, alternating with a stripe brocaded with small flower patterns. This fabric is very far removed from the old-time mohair fabrics.

Silk foulards in very small designs are being used for afternon gowns.

The veiling of one fabric with another is still a fashionable idea, and afternoon and evening gowns are made with tunics and draped overdresses of chiffon, mousseline de soie or marquisette over satins in contrasting colors.

Tri-color Combinations.

Fashions are chiefly taken from the time of the "Terror," and all the leading houses are showing reproductions of soft silks in quaint old-fashioned striped patterns. A combination of narrow stripes

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Don't forget that we are specializing in Silk Coats. Our prices, ranging from $7.50 to $15.00, and a Trial Order will mean success in itself to you.

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PEERLESS OVERALLS

have won a permanent standing with the progressive retailer solely on their merits.

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The increase in our business during the past year proves that the PEERLESS brand is best.

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Party preferred who could invest a few thousand dollars.

Box 12, Dry Goods Review

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We should also be notified at once of any change in address, giving both old and new addresses.

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Together with our regular line of Ladies' High-class Dress Skirts, we make a very attractive and good-fitting Divided Riding Skirt.

The Divided Skirt, to be thoroughly satisfactory, must look as neat worn off the saddle for walking as when worn for riding.

By a special arrangement of button and button-holes, the front panel buttons across, forming a panel front, nicely trimmed with buttons and button-holes on each side.

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Made in very stylish materials, specially selected to withstand wear.

We would like to submit a sample for your inspection.

Livingston & Scott

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WEST TORONTO

in green and dull red on a yellow ground is typical of these new-old effects. The tri-color combination of blue, red and white is also seen.

Bordered effects in cottons, in silks and in veilings are very much used, and the borders are so arranged as to form lines of trimmings to the tunic and bodice. Double-faced fabrics are also fashionable. A black satin has a brilliant blue-back which is used as a lining and also for trimmings and facings. A dark blue cashmere de soie shows a black and white striped or checked back when reversed.

Large meshed etamine is much used, both plain and with heavy stripes running through the fabric.

Black and blue are the street colors, but to make up for this soberness outdoors the most brilliant color combinations are being introduced for reception and evening gowns.

All the red tones are fashionable, from bright scarlet to the deep purplish shades known as violine. Blue and red, black and purple, blue and chamois are some of the leading color combinations now coming into vogue. Brilliant yellow, so much worn in the days of the Empire, and vivid Empire greens are also fashionable.

Colors are Massed.

Two strongly contrasting colors, or even three, are used in fashioning the one gown. These colors are not used as heretofore—one main color with touches of the others as trimming effects, but the colors as it were are massed and many gowns are half of one color and half of another. Thus Drecoll had a gown made up in masses of white chiffon and Royal blue. Again at Paquin's was shown a blue serge dress made with the tunic over a cloth skirt, striped red, white and blue in two-inch stripes and with collar and cuffs of the same on the short serge coat.

Turning from materials to trimmings, lace is again restored to its old-time position. The laces favored are filet, Venise and Point Milan. These laces are favored in the natural or straw-colored tint, which provides the fashionable note of contrast, either with pure white or colored fabrics. Pure white laces are less used than for many years at a Spring opening. Wide bands are very much used, particularly for the hem finish at the foot of the gown. These wide bands of lace are used both when the skirt is a plain, straight one and where the much-favored tunic drapery is used. Costly Venise lace is used for this deep hem, on rich gowns and narrower Venise is used to edge the slanting lines of the tunics. Venise lace is incrusted onto the richly embroidered lingerie gowns of handkerchief linen. Filet is also used to trim summer lingeries and imparts its own interesting character to the new models. Filet is also used, made up into big bows to trim wide brimmed outing hats.

Fashionable Glove Lengths.

As all sleeves are short, 12 and 16 button gloves are the fashionable lengths. Should the Paquin innovation of flowing sleeves take, the longer gloves will be the better sellers, as the 12-button length would leave the elbow bare. The champagne-colored glove is taking the place of white, as it goes with every color. It is almost skin-colored in tone and is much more becoming than white.

Lace veils will be worn, and the newest are those of filet mesh with the design in the popular filet patterns. Imitations of Point de Paris are also good. Mesh veilings show a return to velvet and chenille dots. Black veils are worn with black hats and white or natural with light colors. The blue hat may have a veil of either navy or dark maroon.

The Vogue of Buttons.

Buttons are freely used as decorative effects on all Spring dresses and suits. Gold or silver ball buttons are used on the new serge suits and surah buttons appear on suits of surah. Mother-of pearl buttons trim tunics of mousseline and dresses of striped silk, while crochet buttons are reserved for lingerie gowns. Many gowns appear to be buttoned down to the hem, and the buttons used are often crocheted silk ones to match.

All the mannequins are wearing black velvet pumps or Louis XV slippers with big buckles and high heels. The stockings are of black silk, and of the most filmy texture possible to be procured.

One-sided effects rule in neckwear. The new jabots are short and have all their trimmings massed to the left. A pretty and most feminine revival is the Marie Antoinette fichu in net or the sheerest of linen batiste.

Madame Paquin Ignores the Trouser Skirt.

Madame Paquin's opening has attracted special attention because of the stand she has taken in the matter of the much-discussed trouser skirts. Not one single model of this class is shown.

The tailored models were specially interesting. Both striped and double-faced cloths were extensively used, and quite a number of models were of etamine.

The jackets are cut in kimona style and practically no long jackets are shown, about 24 to 26 in. being the usual length.

The tight cut at the hip is maintained and the fastening is arranged over to the side.

The revers are broad and collars are large, but are not cut in the square sailor shape. The sleeves are the novelty for they flare from the elbow, giving a sort of bell effect. Sleeves are elbow and ¾ length. The basque is set on just above the normal waist line.

Many Tunic Models.

Skirts are fuller and have pleated sections let in at the sides and back, and many tunic models are shown. Nearly every model, either tailored or otherwise, is finished with a sash.

Paquin is featuring the one-sided effect. Lace revers appear on one side of the gown and embroidery runs from the right shoulder of a gown across to the left side of the skirt.

The belt in some models is carried only half-way around the figure and a sash is placed on the other side. Some evening gowns have the one side of the waist in one color and the other half in contrast. Tunics share the one-sided movement and appear at the back alone.

Both Paquin and Drecoll are making short, round evening gowns with a loose, narrow train at the back. These trains are of lace or mousseline, and are looped up and carried over the arm.

The high waist, the short jacket and the loose back panel are featured by the majority of designers.

Short Sleeves and Waists.

Martial Armand showed very short waists, both on evening gowns and suits. The tailored suit coats were made with short basques scarcely reaching to the hip alone. A particular feature was the extremely short sleeves, many of them being much above the elbow. This applied in a marked degree to the blouses worn to complete the suits. These were very short, the arms appearing almost as bare as in an evening gown.

The skirts of tailored suits are straight, narrow and tight, so much so that it would be an impossible feat to walk in many of them if they were not divided from the knee down.

Several afternoon models were in Turkish trouser effect, held in at the ankle, under long apron-shaped tunics. Surah was more used than satin.

Boleros with Cutaway Effect.

Many boleros were shown. These were cut with a seamless back, fitting close to the figure, and with a very open cutaway effect in front, filled in with a tiny vest of etoffe ancienne, or of some bright color. High roll collars in chamois or egg-yellow completed many of the boleros and short coats.

Evening and summer afternoon gowns are of mousseline de soie, and filet or Venise lace.

All the model houses are showing a marked partiality for Empire and Revolutionary styles. Many toilettes show the skirts cut open and filled in with lace flounces, which show the ankle underneath. The high cut skirts are finished with high belts, and many finish with rosettes of two colors, mostly blue and black, or black and red.

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COLONIAL WEAVING COMPANY LIMITED
PETERBORO ONTARIO

In Bright-hued Trouser Skirts

Parisiennes Wear Some Very Daring Garments — One of Vivid Cerise — Discreet, Graceful Models Might be Successful.

Whatever may be the reason behind the trouser skirt, the greater majority of the leading Paris houses are featuring the innovation. Practically all the leading houses are showing Turkish and trouser skirts.

Poiret, Doucet, Worth, Callot, Drecoll, Bechoff, David and Martial Armand are all included in the list of houses showing trouser models. Madame Paquin, however, will have none of it, and absolutely refuses to touch it.

The fact that so many great houses are behind the novelty, and also because there is a feeling that something more convenient for many occasions than skirts as now constituted would be welcomed, if only they were discreet and graceful, would be warmly welcomed, is causing many to ask if the trouser skirt has a future, and if the great designers of dress are seriously expecting so radical a fashion to become popular for general wear.

The first day of the Anteuil races gave the first opportunity for testing public opinion. About thirty mannequins from the different model houses appeared in the pesage wearing the new skirts.

Discreet, but Impracticable.

There is no denying the fact that many of these dresses were discreet, but in many instances this discreetness was achieved at the exepnse of practicability. Gowns of this class received a share of modified approval. Many were glaringly eccentric, and the feeling they created was expressed in no uncertain manner. Their wearers were followed around by a jeering, hooting, laughing mob, who, when the gate was passed, were only restrained from violence by the efforts of a large body of police.

Even in Paris, the good taste of the trouser skirt is questioned, and possibly some objector may go as far as to invoke the laws against women masquerading in men's clothes. The universal opinion now that the skirt has appeared in public is that it is most difficult to make, and much more difficult to wear.

Full Turkish Trousers.

A description of some of the models that have appeared so far will be interesting. One of the most striking was of vivid cerise mousseline, figured with white spots about the size of a fifty-cent piece. This was made with full Turkish trousers and worn with cerise silk stockings and black satin shoes. Many models have dark-colored tunics or over-dresses slashed up at the side, and revealing full, baggy trousers of purple, Emerald green, cerise or other brilliant-hued satin. One of the most offensive models was of dark blue satin with a long tunic over-dress of the same. The trousers were edged with a frill of white lace, and the effect was in the worst possible taste.

This model brought the comment from a Frenchman's lips "that he was ashamed of France when he viewed such hideous creations, and soon a jury of good taste would have to be appointed to pass upon such things before they were launched in public."

Favorable Comments for Some.

Several models of evening gowns are shown with the Turkish skirt. Models that are divided a few inches above the ankle, and made of soft silk or net, in folds tied in with ribbons were favorably commented upon. Even when fashioned in beautiful color effects, the more pronounced models were not admired. One of these was of pink satin, veiled with silk net, embroidered at the hem and in front of the corsage. The sides were open to show the Turkish skirt, and were outlined with a broad band of pink satin, across which was laid a trail of pink blush roses. Some of the blossoms were sewn *to* the V of satin, outlining the decolletage, the hiatus between the V being filled up by an emerald green pailetted butterfly.

The trouser skirt has appeared on the streets of many of the leading American cities, but in such a form that not even the idea should be copied. Many New York garment manufacturers have included trouser skirt models in their line and a comparative number have been purchased.

Both the manufacturers and buyers seem to have had the same object in view, and that was the securing of a garment that would interest the public and form a strong drawing card from an advertising point of view.

F. E. Stafford, representing Grout & Co., Ltd., of London and Yarmouth, manufacturers of silks, crepes de Chine, scarves and motor veils, left England for Canada at the end of March. He will carry a complete range of the company's goods and will call on the trade in Eastern Canada and as far west as Winnipeg.



New tassels suitable for scarves, furs, etc. Shown by A. Weverstall & Co. Toronto.



THE SALESMANAGER TO THE SALESMAN CONCERNING BLACKEYE SKIRTS——

——"Now, about these Blackeye skirts——

"This is one of the lines we fully guarantee. You can tell your people that we turned out about 1,500 dozen of these Blackeye skirts last season and there was not one complaint. This year we are prepared to do more——

"The same guarantee covers Blackeye this year—we will replace any skirt which cuts or splits. This one I am showing you is one of the new models—up-to-the-minute. Make a big point of the guarantee label. On every skirt which *is* a Blackeye this label is on the band——"

Blackeye
SILK MOIRE

The Canadian Converters' Co. Limited
Montreal



Paris Introducing Surahs

They are used as Suiting Silks, Coats and Costumes ---Black and White Combinations Relieved with Touches of Cerise, Coral, Vert, Empire or King's Blue.

IN the city trade the popularity of bordered fabrics is increasing. There is a growing high-class demand for bordered foulards. Narrow borders run parallel with both edges of the silk. There are, however, some decidedly bold patterns in stenciled effect, done in black on a bright-colored ground.

Satins are selling in many different qualities and weights. Black and dark blues are being taken for outdoor wear, while vivid colors are used under veilings and for trimming purposes.

It is increasingly noted that the fashionable black and white combination is relieved with touches of coral, cerise, vert Empire or king's blue. Reversible satins are another high-grade novelty that, while being too high in price for the popular trade, serve as a sign-post to point the way to the future.

Paris is reviving surah, both as a suiting silk and for coats and costumes. The new surah is heavy in the weave and is in plain color and decorated with the fashionable hairline stripe.

Another revival is cashemire de soie, and this fabric is likely to be much favored in the coming Fall. Soft silks of a crepey finish are being adopted by the Paris model houses.

Other novelty goods selling are black and white striped voiles, marquisettes, bright jacquard effects in eolionnes and crepes, and silk and wool fabrics, such as poplins, bengalines and Henriettas. Notwithstanding the fact that Spring is here, one of the busy sections of the dress department is the velvet and velveteen counter.

Printed cotton fabrics for the time being are the best sellers and there will be a big demand for them all through the Summer season.

Doubtless, white fabrics will sell better than at present when the Summer begins. White fabrics are always staple in this climate for Summer wear, and though colored cottons are in vogue still a very big business is always done in white fabrics.

As in silks, there is a growing fondness for bordered novelties, and some beautiful floral and conventional effects are showing in medium and high-priced goods.

Pointed Borders

Printed nets, marquisettes, voiles, batiste, mull and similar fabrics all come with handsome borders.

Cotton voiles are hardly to be distinguished from those of silk, and, besides, the printed effects can be had in all the leading colors. These goods are selling freely and buyers do not expect to drop them at the end of the Summer season, but will stock them for Fall selling.

Silk and cotton mixture fabrics, both in plain and brocaded effects, on poplin and eolienne grounds are selling well.

The demand in cotton suitings is confined almost entirely to motor cloths in shades of tan.

—◈—

Fall Staples Selling Well

Flannelettes, Saxonies, Denims and Tickings in Good Demand — Some Price Lists are on Same Basis as Last Year.

Canadian manufacturers report trade in staple lines to be in an exceptionally good condition, better in fact than for some considerable time. They are now working almost entirely on Fall lines, and are finding prospects most encouraging.

Flannelettes and Saxonies are selling very well indeed, the flannelettes in all the old staple patterns and colors, the Saxonies with a special demand for the bleached grades. There has been, and is still, a call for tickings, and denims are in good demand. These are, of course, the real Fall staples, but there is also a fair demand for cottons in general, though on a much smaller basis than for the Summer trade.

Large Orders for Tickings.

Mattress makers have been placing large orders for tickings, occasioned partially, no doubt, by the immigration outlook. In these there are a few new patterns, though none of striking importance, and the cloths themselves show little variation in weave or texture. Winnipeg has been sending in large orders for tickings, indicative of an encouraging trade in the West. These conditions are in strong contrast to those of the United States, where the ticking trade has been rather dull, and although the demand is strong here for Canadian goods, yet the outside competition has tended to keep prices in this line low, and as cotton continues high, the profit has not kept pace with the demand.

In the denims, the plain blacks and blues are the lines called for.

Increased Demand for Flannels.

The demand for printed and embroidered flannels and delaines show a marked increase over that of last year. People are buying readily, and there is no drop in prices, and not likely to be. Price lists in velours and Empire twill, already is-

NISBET & AULD, LIMITED

Tans and Coronation Blue

THE NEWEST IN

Ladies' Costume Cloths

NEVER in the history of this progressive house have we been able to gather together such an assortment of absolutely **exclusive designs,** colorings and fabrics as we have for the present sorting season. A liberal supply of these novelties ensures you a greatly increased business as well as a lot of free advertising.

Don't hesitate to ask us for samples or see the lines with our representatives.

A visit to our warehouse will give you new ideas.

"EMPIRE" Satin Linings

Guaranteed for two Seasons

In all the newest colorings to match our cloths.

"Empire" Satin is the best satin lining on the continent, and merchants should not be misled into buying worthless imitations.

32 and 34 Wellington St. W., Toronto

Please mention The Review to Advertisers and Their Travelers.

sued, list the former at eight cents, the latter at ten, the prices as last year, and the same conditions hold good for all flannel and nap lines, with the exception of two or three lines of unlisted flannelettes, on which prices have been slightly reduced in order to bring them to a good selling basis. The decrease, however, has been slight, only about an eighth of a cent, and taken on the whole there has been little change.

Stocks apparently are not large, and supplies seem to be pretty well cleared out through the country.

Repeats on Spring Orders Good.

Repeats on Spring orders for immediate delivery have been coming in well, better than for several seasons, and not only on a few lines, but pretty generally on all. Ginghams for Summer use have already been oversold, so great has been the demand, especially in all the finer lines of zephyr and dress ginghams.

The Dominion Textile people hope to have their new staples price list issued this week, showing a number of new ranges in bleached cottons and sheetings to come at popular prices.

Short Supply in Tweeds

More Could be Sold in Some Effects if Obtainable — Complaints as to Short Yardages Required for Skirts, Dresses, or Suits.

THE big complaint at present in piece goods circles is of the short lengths of cloth required from which to develop a skirt, dress or suit. It is not unusual to sell 1¾ yards of 54-inch tweed or serge for a separate skirt and 3½ yards of the same for a suit. Skirts are narrow and short, and coats are short and plain and the whole affair is devoid of fullness. Even in the silk department the same factor is encountered, for four or four and one-half yards of 40-inch foulard is regarded as sufficient for a gown. The fact that fashion is favoring styles that call for such short lengths of material coupled with the increasing pressure of the ready-to-wear business is making it extremely hard to keep the returns in the dress goods department up to the figures of other seasons when much more ample skirts necessitated a more generous yardage in both cloth and silk. As the new styles that are now coming out in Paris and which promise to influence to a great extent the fashions of the coming Fall, the decreased yardage for a dress or suit will have to be faced for at least another season.

The only way to keep up returns is to push better qualities, and to make the display in the department so effective that it will require only a little extra salesmanship to sell an extra gown on the plea that it can be afforded because it takes so little material to make one.

Tweeds, black and white stripes, shepherd's checks, are the big sellers at the present moment. Some classes of tweeds are in short supply and more of this class of fabric could be sold in certain effects if they were obtainable. The big demand for delaines still continues, pencil stripes being the big seller in unbordered cloths and ring and spot patterns in bordered fabric. Borders are increasing their lead and promise to be a factor in novelty lines for the coming Fall.

Linen Prices Advancing.

There has been a general advance in the price of linens and prospects are they will go still higher. In view of this fact there is every disposition to place good orders on the present price basis.

Advices from Belfast show that manufacturers are not seeking for orders, as cost of doing business tends upward. Moreover, they are booked up for months ahead, and there are complaints even now of slow deliveries against past orders.

Sales are confined chiefly to damasks, towels and linens for domestic uses. Orders are also coming in for handkerchiefs for the Fall and the holiday trade.

One-corner medallions and boxed initial handkerchiefs are the big sellers. There is little doing in dress linens, save in one line—a specially-woven motor linen in the natural shade is a good seller.

There is an increasing sale of towels by the yard and by the piece. So well received has been the first innovation that for Fall selling a big range of the best patterns has been put out, including the new striped, line-checked and allover patterned centres. Towels by the piece come in rolls, three dozen patterns to the roll. Individual towels can be ordered with either the hemstitch finish, or scalloped, as the buyer prefers, and the price in both cases is the same.

KING'S
Established 1775

FAMOUS
Sold by leading jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - - Montreal

WRAPPERETTES

The most complete and distinguished line of wrapperettes ever shown, now at your wholesale.

They sell quickly and are quick moving stock.

Dominion wrapperettes stand inspection and comparison from every side.

Patterns and colors are new and exclusive.

TEXTILE
DOMINION
CO·LTD

See the range of

EMPIRE TWILLS and VELVET ROBES

Every time you sell DOMINION goods you plant profit for yourself

GRAND PRIX AWARDED TO WORRALL'S AT THE FRANCO-BRITISH EXHIBITION.

FAST DYED
Cotton Velvets

MANCHESTER, for centuries the centre of the world's Cotton Velvet trade, owes its pre-eminence to the perfection to which the dyeing and finishing of Cotton Velvets has there been brought.

FOR nearly a century and a half J. & J. M. WORRALL, LTD. —"The World's Premier Velveteen Dyers"—have been dyeing and finishing high-class Cotton Velvets, the firm being established in the early years of George III.

THEIR Ordsall Dye Works have taken a leading part in bringing Cotton Velvet to its present perfection—a beautiful fabric, in which the leading costumiers show many of their best creations.

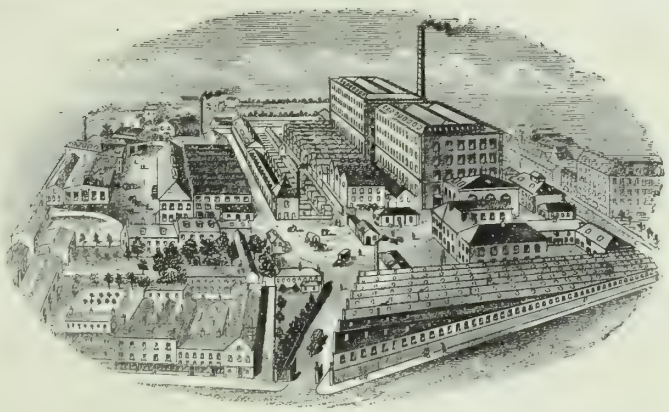
IT was from the Ordsall Dye Works—after years of experimenting—that there came the discovery of fast dyes on Cotton Velvets.

THESE are now obtainable in every shade, and for Costume purposes care should be taken to use none but *fast-dyed* cloths Buyers should *ask* for Cotton Velvets in

WORRALL'S FAST DYES

CREPE MANUFACTURER S BY APPOINTMENT

TO HER MAJESTY THE QUEEN



THE OLDEST CREPE MANUFACTURERS IN THE WORLD

ESTABLISHED OVER 100 YEARS

Mills at Great Yarmouth, Norfolk, England, for the manufacture of

Crepe de Chine, Marquisettes, Crepe Meteors, Satins, Etc. Novelty Wraps, Woven Scarves, Hemstitched Scarves (Plain Printed and Fringed), Ladies' Fancy Neckwear, Etc.

PRINTED SCARVES ARE OUR SPECIALTY

Weaving, Dyeing, Finishing, Hand Block Printing

We are makers of a new Waterproof Crepe de Chine Motor Veil—the "Water Nymph" (registered).

Grout & Company, Limited

Showrooms—8 & 9 Friday Street, London, England

"B.B." TORCHON

Copyright.

REG° B MARK

B B B B B

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of **Irish Linen,** *Silk, Wool, etc., by*

BIRKIN & CO. .:. NOTTINGHAM, ENG.

Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 4 Manchester Bldg., 33 Melinda St., Toronto

The Ideal Buyer

By A. Fraser Little

Manager and Buyer Ladies' Garment Department,
Regina Trading Co., Regina, Sas.

THE ideal buyer is first of all a man of character—a man who can be trusted; whose word is as good as his bond, and who never betrays confidences.

He is a man of few words, who thinks before he speaks, who knows what he wants; who sees all that is to be seen; hears all that is to be said and then honestly exercises his own best judgment in the selection of his goods. No honorable ideal buyer, in order to obtain lower quotations, will stoop to the method of telling Jno. Smith, the traveler, that Tom Jones, his competitor, offers a line at 10 p.c. less, whether this fact be truthful or otherwise. He will first thoroughly inform himself on the market price, quality, style, etc., and then buy his goods where he finds the best assortment and values. He will do these things without quibbing, bartering or bantering.

The commercial traveler will thus soon learn that to win his business they must at once offer him their best, at their lowest figures. Furthermore, they will not hesitate to do this because they have learned that he is honorable, that he will not divulge secrets, that any special advantage offered him will not be "advertised."

Because It Is Right

The ideal buyer will be as thoroughly courteous to those who are seeking favors as he is to those of whom he may be seeking favors. He will do this because it is right to do this and because he knows that to-morrow he may have occasion to ask favors from the seller who to-day is asking him for favors. He will treat the commercial man as a gentleman; he will, in justice to himself, in justice to the firm he represents, never decline to inspect desirable goods that are already displayed in the traveler's sample room; he will keep all appointments which he makes.

Account Worth Cultivating

Then, too, knowing the power that comes from concentration, he will not scatter his orders and make numerous small purchases from numerous houses; instead, after informing himself on the market, he will buy from the fewest possible houses so as to make his account worth cultivating. He can reasonably expect better treatment in the way of special prices,

The ideal buyer will be courteous because it is right. He will treat the commercial man as a gentleman. He will be thoroughly informed on market, price, quality and style.

CALDWELL'S
In Suitings and Coatings

TRADE MARK LTD
CALDWELL'S WOOLENS 100% PURE
BOYD CALDWELL & CO. LIMITED

WOOLENS
For Ladies and Gentlemen

The newest of the season's weaves and colors are shown in Caldwell's Woolens. Standard weaves and novelties have equal attention and our assortment is very large.

CALDWELL'S WOOLENS ARE 100% PURE

They are equal in wearing quality and finish to the best imported goods and surpass the usual run of imports in every way.

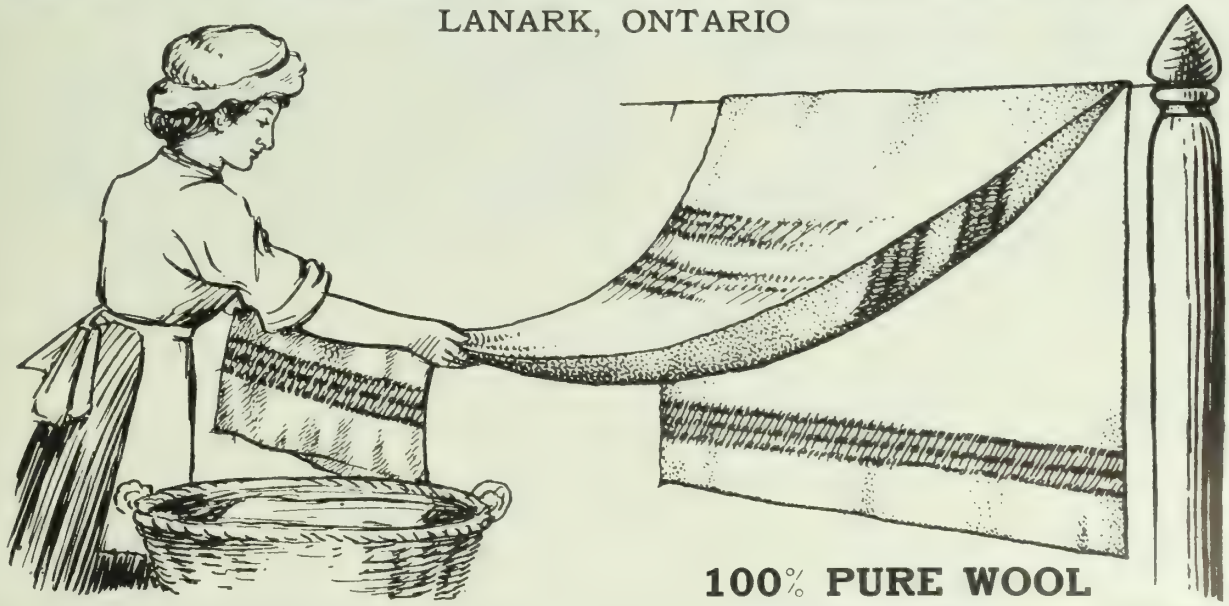
BLANKETS
AND
STEAMER RUGS

of the Caldwell grades sell rapidly, which means a quick turn-over of your stock and a corresponding increase of profits.

All sales are direct to the retail trade.

Travellers now showing full range of samples for Fall, 1911.

BOYD CALDWELL & CO., LIMITED
LANARK, ONTARIO



100% PURE WOOL

terms, discounts, etc., from any one house from whom he buys say $10,000 worth a year than from any ten houses from whom he buys only $1,000 worth each year.

Free From Undue Influences

The ideal buyer must be thoroughly independent; this is very important, nay, imperative. He must be free from all undue influences on the part of the commercial travelers. He must accept no gifts, no inducements whatever from him. He must be clean-handed, for what is more to be despised than a buyer of the what-is-there-in-it-for-me stamp?

Will Win Their Respect

He must be able to judge between the competing articles or lines of goods purely on merit. The commercial man must be made to understand that the buyer can be appealed to in but one way only—the best goods and service at the lowest prices. By strictly adhering to this policy, the buyer may not win the title among the commercial travelers of being "a good fellow," but he will win something of far higher commercial value. He will win their respect, their esteem and their confidence.

The Man Who Knows

The ideal buyer will never go to a sample room with his mind at a loss to know how much or what he means to buy. In his own office he will carefully have prepared a memoranda of the limit of quantity, etc., his plans to buy of every particular line, and he will confine himself as strictly to such limit as his memoranda calls for, as the market or the changes in style will permit. He is thus likely to be saved the mistake of over or under buying—faults that often seriously cripple the department or house for which he buys.

His Purchases Will Have Merit

The ideal buyer, as a rule, follows the policy of buying lightly and replenishing frequently, as this policy will demand the least capital, give him the freshest assortment, lessen his losses or over-stocks, and place him in a position to profit by the mistakes of others who over-buy or overload in thus being open to handle in consequence their clearing surpluses.

Individuality of Value

Then, to avoid needless price-cutting, the ideal buyer will strive as far as possible to secure exclusive styles and brands. These styles and brands and designs he will offer will have merit and will not readily be found among his neighbors or competitors. This will give to him an individuality that will have an important commercial value.

The ideal buyer will never go to a sample room uncertain in mind to know how much or what he means to buy. His individuality will have an important commercial value.

Merchant—Clerk—Customer
ALL Need the PROTECTION Which Only a RECEIPT Affords



This Register tells you: 1—Total cash sales made by each clerk; 2—Total of your credit sales; 3—Total amount of money received on account, and 4--Total amount of money paid out. Has separate cash drawer for each clerk. Also secret adding counter tells you total amount of all cash taken in. Built to stand on floor or counter.

Issuing a receipt with every purchase protects the merchant against carelessness, mistakes and dishonesty—against disputes with customers about purchases paid for, amounts paid on account, etc.

Putting a receipt in every parcel protects clerks against suspicion, against the mistakes or carelessnesss of other clerks, and against misunderstandings with customers.

Protects customers, too. That's why

Successful Merchants Put a Receipt in Every Parcel.

Why don't YOU?

How can you hope to make a success of your business by following the methods of unsuccessful merchants? The difference between success and failure is simply a difference in methods.

Are you being influenced by the wrong kind of business men?

Why Aren't You Influenced By Successful Men?

They give every customer a receipt with every purchase. Why don't you? We'll send you a booklet showing you the best system—FREE

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge Street, - - Toronto

KNIT GOODS NEWS

Fall Buying is Satisfactory

New Underwear Lines Added by Jobbers—Keener Competition Affects Prices—Deliveries—Better Grades Being Taken.

MANUFACTURERS of ladies' underwear do not feature many innovations and generally confine their lines to more staple makes from season to season. It is stated that competition is much keener on certain lines, owing to new manufacturers having started their factories in time for Fall placing.

All materials, raw cotton and wool yarns, are higher, but values are as good, and in some cases better than a year ago, owing to the competition noted. How long such conditions will have apparent effect manufacturers are not prepared to say.

Deliveries are better than at any time in the past, and Fall orders are now being turned out at the mills. It is expected that deliveries will be as specified.

Comments are heard regarding shipments demanded by wholesalers. Manufacturers are forced to produce their goods much earlier to enable them to make consistent delivery. Consequent expense is necessary, and storage for about a month means limited room, insurance costs, etc., until the shipping date.

Help in some instances is easier to procure, and the situation generally is better than has prevailed for some years.

Business so far is as good as expected on all lines and better grades are being taken. Ultimately business will undoubtedly show an increase. It is evident also that conditions have decided manufacturers in quoting usual prices. While values are now comparatively steady, quality or price quotations are not entirely due to extra makes on the market. Prices may advance at any time with increased cost of materials.

Wholesalers state that placing orders for Fall are coming in better than last season for so early in the year. That the majority carried over stocks probably accounts for lighter orders in some cases being placed with the mills.

Canadian houses stick to regular lines, as shown by manufacturers, and no new numbers are usual from this source. Travelers, however, are showing a few extra numbers, new manufacturers being represented to this extent in general samples. Some exceptional values have been offered the trade. Orders for these possibly account for lessening on usual orders in comparison with the season's bookings a year ago.

Regarding the Fall delivery from the mills, buyers state that dating makes the objection noted by manufacturers. It is claimed to be impossible to stock Fall lines before May 25th, when Fall dating commences. Deliveries are asked for May and June, instead of July and August. Direct buyers claim that years ago if shipments were received in October it was satisfactory. Now, in preparing catalogues and advertising, and in keeping with earlier demands, goods are wanted in July. Underwear, in particular, is not generally delivered on time by the manufacturer, and last year mills were unable to furnish some lines or give a stated time of delivery. Generally, shipments being much earlier, manufacturers are said to have less reason to complain than formerly.



Tailored Sweater Coat and Soundless Motor Hood to Match. Shown in Combinations, White with Blue or Tan and Grey with Crimson or Green

Strong throughout is the demand for better lines, while from week to week travelers' orders show placing according to localities, the tendency for lighter weights is also noted. In particular cases, orders for combinations show proportionately three to one over last year.

Children's and ladies' underwear, and especially knitted sleeping robes, show satisfactory returns so far. Retailers are placing their orders with unusual regard to lines in stock, carried over.

DUNNVILLE ONT.

BUFFALO N.Y.

The Best Knit Goods



are the product of our FOUR BIG FACTORIES, situated at four centres where shipments can be made promptly and the labor is of the highest class. Monarch goods are made under strictly hygienic conditions, in splendid factories newly renovated and equipped with the most modern machinery. Snappy styles and novelty in designs make them ready-selling stocks, and the unusual quality of the materials appeals even to the least exacting of your customers.

Monarch Styles Are the Leaders



OUR TRAVELERS are showing samples of dozens of knitted garments, mufflers and sweaters, caps, toques, etc., that include the latest New York and Paris sensations. See them before placing your orders.

PROMPT DELIVERIES GUARANTEED

The Monarch Knitting Company, Limited

Head Office: Dunnville, Ont. St. Thomas, St. Catharines, Buffalo

Please mention The Review to Advertisers and Their Travelers.

Durability - Finish - Quality
Are leading features which distinguish

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

"Maple Leaf"
BRAND UNDERWEAR

A line whose popularity has increased by leaps and bounds.

It will pay you to wait until you have seen our samples, as we know a comparison of them with other lines and a scrutiny of our prices will surely result in our receiving your generous order.

Thos. Waterhouse & Co., Ltd.
INGERSOLL, - - - ONTARIO
MONTREAL: Harold F. Watson, Weldon & Co.
TORONTO: Wilson & Angus

TRADE
MARK
REGISTERED
TIGER BRAND.

"TIGER BRAND" UNDERWEAR

"Tiger Brand" Underwear is going to be the leader for Fall in the Underwear Mart. It has the three most important requisites of "good" underwear — Superior Finish — Durability— Style.

If you have tried other brands and found them wanting in "customers"—if you find your underwear department slack when your competitors about you are doing good business—there's a hitch somewhere.

Ask yourself—have I a stock of the finest Underwear obtainable?

No—not if you haven't Tiger Brand. It's the one big customer-getter and a huge asset to your shop. Send in your order now—see the result for yourself.

Galt Knitting Co., Limited
Galt, - - Ontario

Hosiery Retail Conditions

Silk Lines Not Affecting Cheaper Grades — Gauzy and Fancy Open Work Designs Popular — High Colors Better as Season Advances.

Conditions found by United States hosiery buyers regarding silk lines do not follow in the Canadian markets. Silk hosiery has not reached a basis where cheap lines interfere with lisles, dyed cotton hosiery and fancies, retailing up to 50c pair. Retailers are showing spun silk hosiery at 35c, but it has been found that gauzy makes are preferred and taken for the present season's wear. That leader, silk hose at 59c, interferes with regular lines is apparent to an extent, but, generally, retailers show silk makes at 75c pair up. Wholesalers have stocked lines from $6.50 to $24 dozen, anticipating possibly Christmas placing, but Summer demands are being met if possible.

Retailers in Canada are rather to be concerned about the finer gauzy or open-work designs. Buyers



Sample of Full Tailored Knit Men's Sweater Coa Shown in all Colors. F. W. Robinson, Toronto.

adhere to qualities, and lines "just as good" are not taken in the case of well-known makes. However, in procuring specials, buyers stipulate quality and price in endeavoring to get suitable leaders. Directly, the tendency is toward cheaper lines, if possible, in silk hosiery, and the present demand for transparency is strong. This must be taken into consideration in future placing.

So far this season blacks and tans have been the sellers. Repeats also are coming in earlier this Spring on these shades. A possible reason is that merchants were disappointed last year and were unable to secure re-orders until late. Wholesalers are preparing to maintain repeats up to June 1st, unless unforeseen demands are met with and supplies are inadequate.

Complaints are heard about the slowness of light shades and high-color fancies, which have not taken as yet. However, this naturally follows, as mer-

Ellis Underwear

Spring Needle Ribbed Underwear.

The Demand Already Exists for Spring Needle Ribbed Underwear

Thousands of people scattered over every part of the country are wearing it and praising it, and you will find ready sale for Spring Needle goods on their reputation as well as their patent merit.

Boom Your Fall Trade With Spring Needle Ribbed Underwear.

IT FITS THE FORM, because of the peculiar elastic qualities of the texture and there is no uncomfortable tightness anywhere.

Made in two-piece and combination style for men and women.

Our travellers are now showing Fall Lines.

The ELLIS UNDERWEAR CO.

Hamilton, Canada

FOR PARTICULAR PEOPLE

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Superior in Point

of

QUALITY, TEXTURE & FINISH

We sell direct to the trade our well-known line of

MAPLE LEAF

HOSIERY and MITTS

A line that is distinguished by an appearance and fit that make rapid sales a certainty.

They cost no more than many inferior brands and leave an excellent profit margin.

Goderich Knitting Co., Ltd.

Goderich, Ontario

BRITANNIA



The Best Underwear for Comfort, Shape and Wear

Guaranteed Unshrinkable

Night and Day Wear for Ladies, Children and Men. In all Grades.

WHOLESALE AGENT FOR CANADA

DUNCAN BELL, MONTREAL and TORONTO

chants do not feature these shades until May 24th. Special sales will then bring desired turn-over. Judging from sales last season, business will be better when warmer weather arrives.

Few Underwear Repeats

Re-orders Not Expected Until After the Easter Rush — Less Cancelling — Some Jobs for Early Buyers of "Half-holiday" Specials.

Shipments of Spring underwear have been fairly satisfactory and business generally among the retailers is just opening up. No repeats, at least nothing to speak of, have been received as yet. Reorders will come to hand directly after the Easter rush. Women buy underwear earlier than men usually do, and no apprehension is felt regarding satisfactory repeats on underwear lines in both departments. Business will jump directly the weather is seasonable.

Some cancellations are noted, principally on lines that manufacturers have not had time to fill. This, possibly, is beneficial, and machines are kept on special makes without change.

There are few jobs at the present time, and jobbing houses are averse to showing "seconds." Stocks become broken up too much by carrying offerings of this kind. Retailers have not been inquiring for special lines for the half-holiday sales. However, some numbers will be ready in time and retailers will be able in instances to secure a few jobs or seconds.

The Customer of Uncertain Mind.

The average merchant often has reason to regret the habit that some people have of shopping in crowds. It indicates that someone has faltering judgment, and that her decision upon a thing is often fixed by some kind friend who is taken along to help her select.

A case of this kind occurred not long ago. Two ladies entered a ready-to-wear department, and one asked for a certain style of coat. She was shown several and finally said she liked one valued at $15. Then she consulted with her friend. The latter liked the appearance of the coat at first glance, but on second thought began to pick flaws in it. She was sure her friend would not like it, and strongly advised her to try another. She did try another, and another and another, and still the friend interrupted when the other person hesitated in the matter.

Finally the exasperated merchant said to the adviser, "But you are not going to wear this garment, Mrs. Smith."

This tactless remark only had one result.

"No it is not for me," said the lady somewhat coldly, but I am going to see that my friend buys a suitable garment. She evidently cannot get it here. I had expected a more courteous treatment from you to an old customer, Mr. Jones. I think we shall try elsewhere."

Before the merchant could say a word they had swept out. Cases of this kind require extreme patience and consummate tact. The merchant here not only lost the sale of a coat, but undoubtedly the favor of a good customer.

WRITE TO

RICHARD L. BAKER & CO.

Importers and Mill Selling Agents

100 Wellington Street West, - Toronto

The Hosiery House of Canada

For "Queen Quality" REGISTERED Stockings for Women and Misses of Cotton, Lisle, Silk Lisle, Pure Silk, in Plain and Embroidery.

and "King Quality" REGISTERED Sox for Men, of Cotton, Lisle, Silk Lisle, Pure Silk, Plain and Embroidery.

Let us send you sample dozens for this spring season's trade, and you will become a regular buyer of these brands.

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of:

Zenith BRAND REGISTERED

"Velva" BRAND

Crescent Brand REGISTERED

Wish to advise you that their range of production for

AUTUMN 1911

is now completed and in the hands of their selling agents, who will call upon you and we solicit a continuance of your esteemed orders

No Retailer's Stock is complete without these well-known brands.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

SOLE SELLING AGENTS

FOR APPEARANCE AND WEAR



You will have to go a long way to find a range of hosiery to come up to

Dominion Brand Boys' Hosiery

It is well knitted from specially selected yarns, well dyed a fast color, accurately shaped and finished, and has toes and heels extra strongly built, and made to wear. A splendid line to feature.

If you do not see our samples, write us for details and prices.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL - ONTARIO

Perfect Fitting Ribbed Underwear



IN all the lines put on the market under the well-known "Turnbull" name, quality is the distinctive feature of this favorite style of underwear.

Every garment is perfectly made and most carefully finished, the shaping is after the most approved patterns and the finest quality yarns only are employed.

Make a liberal provision for this fast selling line when next ordering.

See samples before you buy elsewhere.

The C. Turnbull Co. of Galt, Limited
GALT - - ONT.



"Look for the Truth on the Toe"

Hermsdorf Aid for Your Spring Stocking Selling Event

Plan your Spring Hosiery sale with foresight and force—lay in a big stock of Hermsdorf Dyed Fast Blacks—and base your bid for business on their Quality, Fastness and Purity of color—as well as PRICE.

Millions know the HERMSDORF mark and its meaning. Reputation makes HERMSDORF DYED the *easiest-to-sell* hosiery in the world.

Write for "Stocking Selling Sense"—our latest book of sale ideas, window trim suggestions and ready-to-print ads.—FREE.

The Name that Sells the Stocking

Louis Hermsdorf Dyer

WORKS
Chemnitz - - - SAXONY

AMERICAN BUREAU
235 West 39th Street - - NEW YORK

We supply Booklets, Cuts, Showcards and helpful Advertising Suggestions free to Hermsdorf merchants. Write for Free Booklet—"Stocking Selling Sense."

Make an Attractive Display



of Pen-Angle Hosiery in your windows, in your silent salesmen, on your counters or other conspicuous places in your store. Show that you are headquarters for the famous hosiery that carries with it the **Double Guarantee.**

Pen-Angle Hosiery

is a creator of new business, a holder of old. It differs from any other hosiery—has no seams to irritate the foot—is fashioned in the knitting so that the hose has shaped foot, narrowed ankle, widened leg—is reinforced where the wear comes most.

Pen-Angle is of such good quality, so wear-resistant, that we offer to give two Pairs Free for any pair that doesn't outlast other cotton or cashmere hosiery sold at the same prices.

You can readily increase your hosiery business with Pen-Angle Hosiery for your LEADER. Hundreds of other dealers are doing so. Just you make a start right away.

PENMANS, LIMITED

PARIS, CANADA



All Wool

Hand and Machine Knitted

GOLF COATS

LATEST	PERFECT FIT,
STYLES,	LADIES' and
COLOURS,	GIRLS'
FINISH.	SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET

LONDON, E.C., - ENGLAND

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



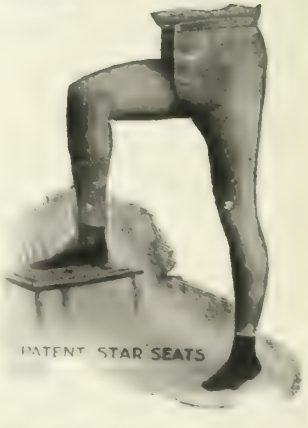
LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

Perfect Fitting Hosiery

You can give a GUARANTEE to every customer who buys

BEAVER BRAND HOSIERY



It is the most comfortable footwear manufactured in any factory.

BEAVER BRAND HOSIERY is made to fit snugly, following each curve of the leg. The heel and toe are reinforced, making the foot particularly strong.

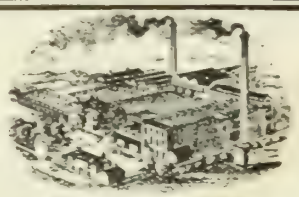
"IT IS MADE IN CANADA FOR CANADIAN WEARERS."

"BEAVER BRAND" will bring customers to your store, and your customers will be satisfied.

All Orders Promptly Shipped.

R. M. Ballantyne, Limited

STRATFORD, - - - ONTARIO



ESTABLISHED 1752

Vanguard Reg.d KNITTING WOOL MADE IN ENGLAND

The "MAPLE" Reg.d KNITTING WOOL MADE IN ENGLAND

BURNLEY'S WOOLS

Prices and Terms Right.

Ask our Canadian Agent

David M. Chorlton

30 Hospital St., MONTREAL

Thos. Burnley & Sons, Limited

GOMERSAL MILLS, near Leeds, ENGLAND

Mfrs. of Knitting Yarns for over 150 Years

OUR AGENT has LARGE STOCKS ON HAND of these BRANDS

IN ALL SHADES.

HOSIERY LEADERSHIP!

Jason"

ALL WOOL
UNSHRINKABLE

SOCKS
STOCKINGS
HALF-HOSE
GOLF-HOSE
GLOVES
SHIRTS
PANTS
VESTS
SPENCERS
JERSEYS

Hosiery and Underwear

CANADIAN WHOLESALE AGENTS (HOSIERY):
TORONTO: Messrs. G. R. COPPING & SON, 27 Melinda St.
MONTREAL: Mr. A. B. COUCH, Frazer Building, 43 St. Sacrament Street.

CANADIAN WHOLESALE AGENT (Underwear)
MONTREAL: Mr. GEO. H. NAPIER, 417 Coristine Bldg.

KEEP WELL TO THE FRONT

Satisfaction Means Business

If you want to give PARTICULAR SERVICE to your customers, look up the Hygeian Underwear Proposition.

In weave, finish, cut and wearing qualities Hygeian is superior to the ordinary makes. There are gussets where fullness is needed, and unusual care is taken with the neck and front. Sleeves and legs are of perfect length.

Send us your repeat orders on Spring Goods. We can deliver immediately.

MOODIES' Hygeian TRADE MARK UNDERWEAR

IS CARRIED BY WHOLESALE

ALL THE BEST HOUSES

Eagle Knitting Company

LIMITED

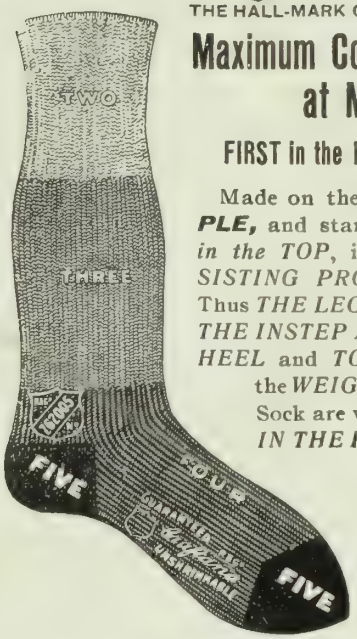
Controlled by J. R. Moodie & Sons, Limited

Hamilton, - Ontario



SCHOFIELD WOOLEN CO., Limited
OSHAWA, ONT.

"Craftana"



THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Health Brand Underwear

Have you ordered our Rubens and Brownie Vests for Spring?

We also carry a good range of Ladies' Short Sleeves in all-wool Light-weight Vests.

YOUR ORDERS WILL BE FILLED PROMPTLY

Greenshields Limited
MONTREAL

Personal Contact Builds For or Against

The Importance of Demonstration Emphasized in Address by J. E. Brown, of Revillon Bros., Ltd., Edmonton—Not All the Attracting Power Lies in Prices—Absolute Truth in Advertising.

(By J E. Brown of Revillon Bros., Ltd., Edmonton.)

(Concluded from last number)

Demonstrating is only a practical form of advertising which makes everything so clear to the customer that confidence in the goods and house is at once formed.

This kind of display and presentation of goods has the entertaining features that at once claim the attention which is the first step in making a sale. It is the only practical method of introducing new up-to-date goods to the public and at the same time selling enough to make it profitable.

Again, it forces salespeople to become intelligent about goods, which is the thing most needed to-day.

Do you know that a grocery clerk offered me a few weeks ago, Swiss cheese for Roquefort and insisted that he was right. He was either ignorant or dishonest and took me for a sucker. From my standpoint his attempt would create disrespect for the store.

I could talk all evening about intelligent service to the public, as it is really the largest help to a store's development.

The Personal Contact.

It is the personal contact that builds for or against the store. Too many merchants think if they had only the money they could do all they wanted. My dear Sirs, this is only a means but not the necessity. You might have money enough to buy the best corner in town and erect the best building that experience and money could build and then send the shrewdest buyers out and glean the markets of the world for just the goods needed and then employ the best decorators to arrange them to tempt the customer and then have the cleverest advertisers write the most alluring description of the goods and invite the public in and they come by the thousands and fill your store and your bosom swells with satisfaction and your hopes reach out for more.

But, gentleman, that might be your biggest day. Not because your goods, prices or accommodation did not suit the public. Oh, no, it is a much more serious thing—the clerks behind the counter did not know their business or your business and the public failed to get the service they want—the personal contact was not satisfactory.

The information, help, service and satisfaction were lacking, not because the store did not have it but entirely because the sales persons failed.

"Stand In" with Help.

Too many merchants try to "stand in" with the public, but never think of "standing in" with their help. One is just as commendable an aspiration as the other. The first often costs more than you can afford and only brings friends while you pay or play, while the other only costs you the price of what good clerks earn, and their self respect.

You employ help to do work you have not the time to do or to do work better than you can do it, and in most cases you ought to get help for both reasons.

The man who is so narrow that he hires help to do only the things of little importance will always have a small business.

There is one type of men who ought never to get into business, and that is the man who is afraid to let the man under him know what he knows. Nobody knows enough and the man who knows less is more useless.

Teach your employes how goods are made, their uses, who makes them, their cost and the profit necessary to sell them to have a successful business. Once they know this your interests are safe.

Too many merchants put too much stress on the prices, thinking that it is the attracting power for a store.

Prices Not Everything.

There never was a greater delusion and misconception. Price never created a desire for goods and a sale never was made without the desire for the article. I admit that after the desire is there, price concessions help to remove an obstruction to obtaining it, or make it easier for one having a desire for the goods to gratify it. But I repeat, price never creates a need or a desire for goods, except perhaps with the millionaire spender who occasionally buys goods for their exorbitant value, which only proves that a cut price is not good business.

The genius who always buys his merchandise cheaper than everybody else has not yet been born, although every side street almost boasts of such, but never the first class store of any town.

The real mercantile genius is the man who sells the most goods at good profits and keeps expenses low, consistent with good business.

Thank goodness the men to-day who are making the reliable merchandise and commercial records are men of honor who maintain values as well as integrity.

Truth in Advertising.

And I am glad to note that the most successful firms in the commercial world to-day will not tell a lie in advertising any sooner than they would violate a business obligation. And yet we occasionally see an advertisement that is full of misrepresentations and exaggerated values, that are intended to deceive the public outside of the stores, who we should remember are just as shrewd as the storekeeper. Better not advertise at all than make statements that cannot be made good. The best advertising is creating a desire for what you have to sell and having goods measure up to the representations.

Advertise as long as you can tell the truth, then quit. Always remembering that a public business is an open book, and that whatever it contains the public will know.

FINE KNIT UNDERWEAR
TRADE MARK
ZIMMERKNIT
FOR THE BEST RETAIL TRADE

See that you have the "Interlock Velvet Rib" and "Porous Knit" for your customers. They are exclusive lines with us

Ladies' and Misses', and Men's and Boys' suits, in all styles and in combinations and in all sizes.

Light, Cool, Porous, Silky, Undergarments

B-r-r——: Don't shiver—March and April are not exactly the months for summer clothes, and we do not mention them in order to make cold shivers run up and down your back, but already we have signs that spring is upon us, and in a short time you will have your customers asking for light-weight underclothing.

The **ZIMMERKNIT BRAND** will delight all those who like a light, soft, comfortable garment. It is well made, has the softness of silk and will outwear any of the imported lines of Balbriggans.

If you have not already stocked up with the **"ZIMMERKNIT"** specialties, do so now. They are garments that sell on their appearance, and sell again on the satisfaction they give.

The Zimmerman Manufacturing Company, Limited
Hamilton, Ontario

ZIMMERKNIT
UNDERWEAR

JAEGER PURE WOOL



We are Specialists in

CAMELHAIR GOODS
BLANKETS
TRAVELLING RUGS
SLEEPING BAGS
KNITTED COATS
SWEATERS
GLOVES and CAPS

TRADE MARK
PURE WOOL WARRANTED

We carry stock of the Fashionable Camelhair "Polo" Coats for Ladies, in Various Styles.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 52 VICTORIA SQUARE, MONTREAL



Interesting Price Situation

Brought About by Breaking of Corner on Some Lines of Raw Fur — Notable Fashion Features for Next Fall Season.

FUR dealers are rejoicing over the breaking down of the "corner" in some much wanted lines of fur; the "corner" which has caused such unnaturally high prices during the past season. While no great certainty can, as yet, be felt regarding the ultimate position to which prices are now tobogganing, a natural and reasonable rate is firmly expected.

At present the price quoted on skunk is 35, but many dealers insist that 70 will be nearer the mark when the season has well opened. Australian chinchilla, or opossum, is also quoted at a more reasonable price than before, but no certainty is felt of its continuing so for any length of time. On the other hand, rats will indubitably see a tremendous difference and fore-handed dealers are now making them up in styles which would have been impossible had they remained as before.

There is no shadow of doubt that the conditions experienced during the past season were due to a species of "hold-up," from which none but the holders-up will experience much permanent hurt.

On the whole, great optimism is felt for the season of 1911-12, and this is evidenced by the quantity of high-class articles, such as full length coats and large muffs and coats which are to be offered in the new catalogues.

Prices will remain steady in such staple lines as sables (Hudson Bay and imported) mink, Persian lamb, with, perhaps, slight fluctuations at first, and most of the long hairs.

Fashionable Effects for 1911-12.

Full length coats are being prominently featured, and seal and its imitations will be a favorite fur for the making of these. While French styles show a deep band of long hair or contrasting fur of some sort at the foot of the coat, popular numbers here show plain lines. Persian lamb and mink will be featured for shorter length models, and the prevailing short-coat idea will have its expression in some high style numbers of hip length. A good selling number, however, will be in the 30 in., 36 in. lengths.

Stoles and muffs will continue to be ample in proportions, the latter showing the flat, square style as a safe number, with variations of envelope fold-over effects and other novelty styles got by trimming or slight variations in cutting. Minks in head and tail effect will continue excellent. Long, flat stoles are said to be best in style for the coming season, the 90 inch length and width from seven inches up.

Natural skin effects and shoulder styles will be favorite ways of making up the long hairs, including fox, wolf, and lynx. A few barrel muffs will again be seen, chiefly in such furs as ermine and chinchilla.

A few combinations of fur with chiffon and satin will undoubtedly be featured next season, and as these sets offer a chance for much artistic designing and for the use of expensive furs where they would be quite out of the reach of average purses in styles showing such grace of outline and amplitude, it is to be hoped that the public will give more than its usual hesitating support to these creations.

The London Fur Sales.

The Hudson's Bay fur sales opened in London, March 20th. Quantities sold, together with figures of each of the previous two years, are given below:

	1909 Skins.	1910 Skins.	This Year Skins.
On Monday, March 20th			
Otter	5,484	6,351	6,529
Fisher	2,518	3,581	2,305
Fox, Silver	275	355	382
On Tuesday, March 21st			
Marten	29,015	23,576	29,260
Ermine	34,194	26,872	49,837
Fox, White	4,786	2,061	14,646
Fox, Red	3,382	3,625	4,541
On Wednesday, March 22nd			
Mink	21,666	17,804	32,944
Lynx	3,455	9,664	3,757
Wolf	3,101	3,836	2,368
Wolverine	807	760	896
Musk Ox	76	107	91
On Thursday, March 23rd			
Bear, Black	4,579	4,041	4,964
Bear, Brown	453	393	384
Bear, Grey	95	126	105
Bear, White	71	93	82
Beaver	3,053	1,131	1,853
Musquash	194,793	4,708	71,275
Skunk	1,642	1,561	1,037
Fox, Cross	1,377	1,777	2,061
Fox, Blue	28	14	113
Hair Seal	1,518	1,766	1,290
Racoon	266	141	197
Badger	175	129	81
Skulls, Walrus	—	—	7

The serious fall in prices which took place in January seems likely to prevail, with only exceptions, states the Canadian Gazette (London.) Ermine, of which the company offers 49,837 skins, as against 26,872 last year, should sell well. White Fox will probably suffer from the large increase, 14,646 against 2,061 last year. The quantity of Mink is 32,344 skins, against 17,804. Musquash, of which the company sold 892,322 in January, can hardly be expected to recover yet from the decline which then took place of from 2s. 7½d. to 1s. 8¼d. The skins offered now number 71,275.

FURS



ESTABLISHED 1852

MOOSE HEAD BRAND

The Most Reliable
and the Established

Standard of Excellence in Furs

GET IN TOUCH WITH OUR TRAVELLERS
NOW SHOWING THE FULL RANGE IN

LADIES' FURS
MEN'S FURS
CHILDREN'S FURS
SLEIGH ROBES

BUY FURS THAT HAVE MADE A 59 YEARS' RECORD

CORRESPONDENCE SOLICITED

L. GNAEDINGER, SON & CO.

90, 92, 94 St. Peter St. ***MONTREAL***

Long Fur Coats in Good Demand.

Men on the road with furs report a good outlook for next season. Heavy orders are being placed for women's long fur coats. The furs most favored in this long coat trade are the Astrakan, Hudson seal, and muskrat, in both natural and black.

Astrakan has always proved a satisfactory fur, wearing well, besides being comfortable and not too heavy, and the new flat Astrakans offer a garment much improved in appearance, with all the good points of the old. Hudson seal is always a smart and warm fur, in addition to being lighter in weight than even the Astrakan.

Backbone, Not Weak Knees

Merchant Discusses the Abuses of the Kid Glove Guarantee — Declares that Retailers are Inclined to be Too Lenient.

The article dealing with abuses in connection with the kid glove guarantee, which appeared in the last number of Dry Goods Review has elicited much comment from retailers throughout the country. One merchant writes as follows:

"If the Dry Goods Review can do anything through such articles as these to emphasize the importance of backbone in merchandising, it will certainly have rendered a great service. There is nothing to be gained by a jellyfish policy. We have proved this in our own case time and again. Customers will make many unreasonable requests of the merchant when they have reason to know that he will tolerate that sort of thing.

"Probably our experience in connection with this exchange problem will be helpful to others. The majority of our gloves are of the best possible quality. In fact, we may say we have specialized in gloves. Our salespeople are given instructions to see that every pair sold is a good fit and in perfect condition. Should it be evident on a pair being returned that the defect is in manufacture, we exchange them, provided the gloves are not soiled. Our customers know so well where we stand in this matter that the number of returns during the year is very small. It is all nonsense on the part of a merchant to feel that he has to exchange gloves or other articles under almost any circumstances for some woman who is a particularly good customer. Much depends on precedent. Some of our best customers tried that little game with us at first, but we politely told them where we were in this matter, and although they huffed for a while, it wasn't long before they were doing business with us again. The same problem may be similarly solved in other departments. As merchants we cannot afford to be weak-kneed. Just the other day a man bought a hat from us. He went to a restaurant, slammed it on a peg, and knocked the crown out. He came back to say that the hat was defective when he got it. Now that particular hat is made specially for us, and I knew there was nothing wrong with it. I told the

FURS for 1911-12



One of the Special Lines our travellers are showing for next season is

AMERICAN OPOSSUM

in

NATURAL ISABELLA SABLE

Indications show that **American Opossum** is to be one of the fashionable furs for next season.

The particular inducement we offer is Price. Furs are down to normal prices again, and this one, **American Opossum,** we are offering at prices considerably lowerthan last season

MUSK-OX TRADE MARK REGISTERED **Brand FURS**

BOULTER, WAUGH & CO., Limited

Fur Manufacturers and Hat Importers. **MONTREAL and WINNIPEG**

Please mention The Review to Advertisers and Their Travelers.

man so, and he became very angry. We both said things to each other that we shouldn't have said, and the man went out vowing that he would never return. I told him that we would try to worry along, but that man is still doing business with us.

"What we have always maintained is this, that a merchant never need be afraid to stand up for his right. It may require some nerve at times, but his best people will think none the less of him for it."

Merchant's Side and Customer's Side.

That the merchant's side of a story is not always the side of certain exasperating persons among his customers is strikingly illustrated by the two following instances cited in a Freeman talk in the New York Mail:—

In a shoe store the other day a well-dressed woman was demanding that the manager exchange for her a pair of slippers which were badly soiled.

Her complaint was that they were too small—that the salesman had no business to sell her a pair of slippers that were too small and hurt her feet.

The slippers were absolutely useless to the store. They could not be resold if exchanged. What was the manager to do?

He asked me what to do. I told him not to exchange them. He said if he did not, he would lose a customer. I told him to lose the customer—that he did not want that kind of a customer, anyway. I said that she was unfair in her demands.

But he exchanged the slippers. Was he right in doing so?

A woman bought an expensive fur coat at a reliable store about a year ago. She wore it several times. Some friends told her that the coat did not look well on her—that she should have bought a different kind—and she became discontented with it.

She had worn it so long that she knew she could not return it and expect the store to exchange it at its full value.

So she hit upon the plan of throwing the coat on the floor and stamping on it with the heel of her shoe. She succeeded in cutting through the lining and the seal. Then she took the coat back to the store, claiming that it had been damaged, and demanded a credit for it.

The fur manager said he had been in the business twenty-five years and had never seen anything like the cut in that coat. He examined it critically, discovered just what had been done, because he noted the heel print in the lining, but he gave the woman full credit and took the coat back.

A year later the woman returned to the store and told the manager what she had done, whereupon the manager told her that he knew at the time just what had occurred, and complimented her on her courage in finally telling the truth about it.

But where did the store come in?

We rightly denounce merchants who misrepresent, but there is a part of the public which needs to come under the same lash.

Trickiness is not always on the merchant's side.

Earned $39.50 in 3 days

The above statement indicates what a representative of the MacLean Publications earned in three days, from March 7th to March 10th.

He hustled, indeed he did! But it was worth his while.

We want men of this calibre to act as circulation representatives, to take the exclusive charge of all our business in their respective localities.

We want men and boys who are live, hustlers, straightforward, and of good character.

If you have the ability to deliver the goods, to get results, to make good on a proposition like this, write us at once.

The MacLean Publishing Co., Ltd.

143-149 University Avenue, Toronto.

Please mention The Review to Advertisers and Their Travelers.

Furnishings and Decorations for the Home

Promising Outlook for Rugs

Coronation Blue Now Featured as Novelty — Greens, Browns, Fawns and Reds are Good — Brussels and Wilton Rugs Selling Well.

WITH the price of cotton now quoted at 14c, considerable raise in the price of this season's rugs might well have been expected, but so far this has not eventuated to any great degree. Owing to early placed orders, many imported rugs have been passed on to the retailer at little advance from last season. A greater advance may be expected, however, if prices of raw material remain firm. The present high price does not seem likely to be permanent, as prices are quoted as low as 12½ cents for Christmas and January delivery. Generally speaking, the prices of rugs and carpets are scarcely changed, while the quality is affected only slightly, though more than the price.

Oriental designs are, as usual, the favorites for all classes of rugs, the imitation eastern rug being much in demand. Many fringed effects are seen, especially among the high-class specimens in hearth sizes. Other favored designs are those of the art moderne type. These are distinctly creations of the present period, and include the stencilled patterns reminiscent of block printing and some very pretty conventionalized floral effects. Green in as many as five different shades was frequently seen as the sole color in a rug of the above pattern, while another type showed the greens combined with a dash of contrasting shade.

Coronation blue is considered one of the best in the newest colors for rugs as above described. A conventional lily design decorated the centre of one of these rugs. An Oriental pattern was also seen in red on Coronation blue. This pattern was particularly striking because outlined with white.

Soft rose shades were suitably employed for a drawing-room square in Wilton pile, and rose was said to be still selling excellently with a reservation in favor of green and Oriental colorings as newer and better.

Linoleum Prices Increased.

From latest information, and according to advices received this week by wholesalers generally in Canada, linoleums have been advanced in price, at the mills.

On A quality linoleum an advance is noted of about 10c sq. yard. B and C inlaids are advanced 7½ sq. yard. Other printed cloths are not affected. The changes in price take place immediately.

To Canadian buyers the difference in prices quoted means somewhat more than 10c and 7½ advance when laid down in this market.



GOOD SUGGESTION FOR HOUSE-FURNISHING DEPARTMENT.

An interior arrangement of wall paper, rug and draperies. A frame is built to represent a section of wall with window. This is decorated with wall paper, window shade, draperies, etc. The window itself is fitted with the new stained glass material, "windowphanie." These displays are very effective and good sellers of all lines shown, either for windows or interior of the store. The idea is full of suggestion for the window trimmer. By J. C. Edwards, with A. W. Cressman, Peterborough.

BRINTON·CARPET·Co LIMITED.

MANUFACTURERS of HIGH CLASS
BRUSSELS·WILTON & AXMINSTER·CARPETS·&RUGS.

FACTORY & OFFICES
PETERBOROUGH. ONTARIO.

April 1, 1911

THE CARPET BUYER:

Dear Sir:—

Repeat Orders are the sincerest form of flattery.

We are enjoying a good deal of this kind of flattery just now.

The enlargements to our plant have enabled us to SHIP EVERY YARD ON ORDER ON TIME, and in many cases our customers have repeated some of their selections for Spring three and four times already.

If you have been disappointed in deliveries, send us your proposition.

Our system and modern equipment will help you for special business.

Remember, BRUSSELS, WILTON and AXMINSTER CARPETS, RUNNERS and RUGS are of the Best Materials and Skilled Workmanship.

Yours very truly,

BRINTON CARPET COMPANY, Limited.

New Inlaids

We have recently added a score of new and up-to-date designs and colorings in WALTON INLAIDS Designs 336 and 337 (three handsome colorings of each) are the most prominent of these, and are unusually well got up, both being a perfect imitation of a *mosaic* flooring. Every Canadian buyer will be interested in these, and a request to our Montreal office will bring samples by mail. Samples of other grades, plain and printed Linoleums and Cork Carpets will also be forwarded on request.

WRITE NOW.

Barry's

SCOTCH

Linoleum

THE

STANDARD OF PERFECTION

Spring Lines

Now on Show

AGENTS

SCOTT & WEST CO.

510 Coristine Building, MONTREAL

ALEXANDER H. YULE, Manager

A striking and uncommon color scheme consisted of three distinct shades of green with a pale flesh pink design in art moderne style. The design was mathematical as to the border and was also carried out in the centre in medallion effect to match.

Medallions in all styles have been found to be good sellers this year. Numbers, which are effective while not appearing gaudy are those to be preferred by the retailer who wishes to establish a good trade.

Hair Yarn Novelty Rugs.

A very special import line is now being offered by a well-known house. This consists of hair yarn rugs in full range of soft tones and in Brussels weave. As the public know, there is practically no wear-out to these rugs, and they are susceptible of delicate shadings in dyeing which an ordinary rug will not take. They are specially offered for offices and public buildings, while at the same time being admirable for use in the home.

For popular trade, the low-priced wool square of neat design is becoming more and more in demand. The large-patterned floral design in Brussels and Wiltons is another ever hardy perennial. Scroll medallions and scroll borders are also much taken in similar style at popular prices, the taste in such lines usually being for contrasted color schemes.

Curtains and Draperies

Sill Lengths Prevail for Coming Season — Heavy Mesh Nets, Madrasses and Scrims Good — Fine Mesh Nottingham Net the Novelty—Printed Linens

No season passes without a surprise of some sort when the new goods are shown. This comes this year in a radical change in certain materials and ideas. Last year saw great preference shown to madrasses, scrims and heavy mesh nets in Arab and deep cream shades. The sill length was only just established. It is now universal, and while the materials named are excellent sellers and sure of continued favor for some time, a newer line consists of very soft-falling nets in finest fancy meshes. These come in creams and deep ivory shades, and some of the materials are delicate enough for dress goods. They are very soft and pretty and have only to be shown to be sold.

A specimen of the above may be described as a fine Nottingham net in lock stitch with flat-lace edging as finish; color, deep cream, intended to be made up with wide hem and sill length.

Connemara lace, on French net in very soft flexible materials, has been selling well as a curtain for reception and drawing-rooms.

A beautiful novelty in Madras was in a sort of bronze or greenish brown shade, the gold effect being noticeable under artificial light, and producing an appearance of the greatest richness.

Self-colored portieres in the usual silk and tapestry weaves are in good demand as before.

Printed linens are a favorite material for chair-covers, inside curtains, portieres, etc. Tremendous varieties of design may be seen. Floral effects in blurred and softened outlines and colors are much featured and some firms are showing a full line of linens and high-class or medium cretonnes to match their new Spring wall papers. The merchant who has this special inducement to offer should take care to let the public know of it. Large patterns appear at present to be rather in the majority in the above lines. Cretonnes are much like linens in pattern and colorings.

Plain and brocaded silks and moires continue favored upholstery fabrics for drawing-rooms; portieres and inside curtains being chosen to match. Green and champagne may be said to lead. Gothic continues to be a pattern much featured by high-class retailers, especially for upholsteries and hangings in halls and dining-rooms. It is now also seen in linens and cretonnes, though tapestry is its favorite medium.

New Features in Wall Paper

Panels, Cut-out Designs, the Narrow Upper Border and Drop Motifs—Wide Range of Colors and Designs—Florals in Natural Tints

INGENUITY of hanging, the clever use of borders of different depths, and of cut-out designs, and the working in of unexpected panel effects are the leading characteristics of the new wall papers.

Art moderne and art nouveau designs lend themselves readily to this treatment, as also do the delicate and varied floral creations which are offered as absolutely new.

Cut out friezes and very narrow borders are frequently seen where the older-fashioned paper showed deep borders or drop ceiling effects.

Festoons, trails and small medallion bouquets are favorite floral designs. Massed effects are also seen on occasional deep borders, with somewhat sparser decoration beneath. Not only floral festoons, but effects resembling fabric draperies are much featured. Quite a number of plain borders in shadow diagonals, stripes and squares are seen.

A high novelty was a scenic border showing aeroplanes in full flight, to be used with a nursery paper decorated with Teddy Bears.

Fabric finished papers in imitation of chintz, linen and Chambray are the favorite numbers. The English chintzes are reproduced in papers which almost defy distinction between them and the fabrics. A room is then decorated throughout in the same effect, making a very complete "ensemble." Jaspe or Jasper cloth effects are also a leading line, particularly as groundwork for floral designs. Pretty stencilled effects were also noted in this finish.

Blue will be much used for bedrooms, dining-rooms and for halls where there is plenty of light. Many dainty mauves are seen, including the popular wistaria patterns. Browns, running to light buff and champagne, are another good line. Green is always favored, and all colors in floral effects, rose pink, shrimp, pale blue, yellow, etc., are shown on white and ecru grounds. French grey effects were also taken as an exclusive novelty.

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Permanent Colored
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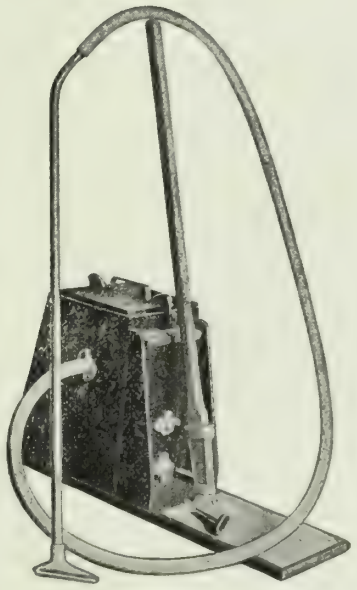
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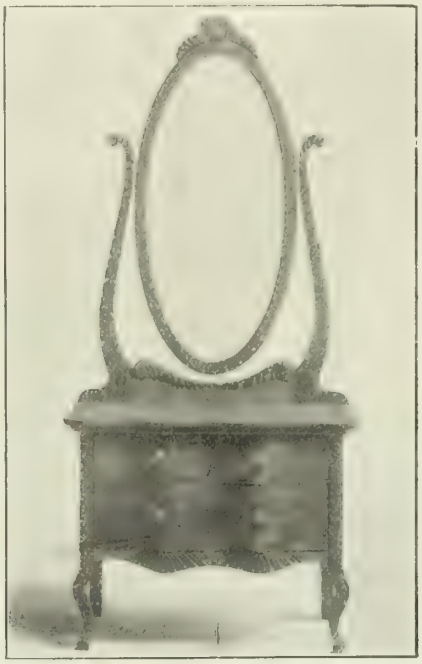
It is a Vacuum Cleaner powerful enough to clean the floors of public halls, etc., yet is so carefully balanced and easily operated that a child can pump it and obtain the steady suction necessary for the work required of it.

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Linoleum Prices Uncertain

Some New Colorings and Designs Added to Samples Shown — Opinions Regarding Fall Quotations — Few Seconds Likely to be Offered

For import Fall placing, several new parquet designs are shown. Samples include plains, granites, florals and conventional patterns in art designs, as well as the usual wood, tile, carpet and block styles. Some new designs are added, but generally mills adhere to favored patterns. Anything new seen by retailers is based on personal preference or demand of Canadian buyers.

Prices for Fall seem to be the main discussion and much diversion of opinion is noted regarding another advance. One authority states that higher prices are bound to come. As an argument, attention is called to past advances under similar conditions. Prices have systematically advanced when orders were well shipped out and wholesalers and retailers fairly well stocked. There have been exceptions, of course. With the price of linseed oil £50 a ton compared with £30 a ton some time ago, and with the fact linoleum has been going steadily up, combined with the information that mills are not fully covered, another buyer expects higher quotations.

It is also stated that it is difficult to get consumers to pay advances on prices that have become standard, and that carpets will be taken instead, especially in the cheaper ingrains, wools, etc., as an argument against any advance. Some lines would not be suitable to Canadian trade.

A conservative view of the situation would seem to warrant the deduction that linoleums of the better grades will be slightly higher. Oil does not enter so largely into the manufacture of cheaper grades and floorcloths, therefore no change on these qualities will be made. It is safe to say that next season will not find conditions much affected on cheaper lines. Although no one can state definitely, conditions would suggest that only better grades will be quoted higher.

Consideration has been given seconds and discards by both wholesalers and retailers in an effort to maintain staple prices. Generally, seconds have been successful in larger stores, where buyers fully understood the reasons. Discards have also proved effective for merchandising purposes and filling "a price."

Buyers are not expecting to procure any great quantity or selection of discards. As for seconds, several jobbers refused to take shipments this season on account of conditions. Buyers, generally, do not favor "seconds" for Canadian trade.

A significant point is one used by some representatives of foreign mills in order to increase business or induce earlier buying. The liklihood that prices will advance is used as an argument. Buyers, however, will buy according to their output. In case prices do not advance these same representatives may experience difficulty in future placing.

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

ADVERTISING VALUE OF WOVEN LABELS.

Merchants and manufacturers throughout Canada are using woven labels to greater advantage each season. In most cases, shoe stores, hatters and furriers, ladies' ready-to-wear stores or departments and in combined men's clothing and furnishings or exclusive furnishings sections their goods have been found of particular advertising value. To this business the Colonial Weaving Co., Peterborough, are giving special attention.

Some manufacturers place their labels on finished garments or novelties combining the merchant's name with their own "brand." In many cases merchants insist that the manufacturer place labels with the individual firm name on all goods sent to them and provide the labels themselves.

When this is impossible many retailers have found that it pays to attach labels and insist that every article sold be supplied with a ribbon or hanger. This is done by the repair, alteration, or tailoring departments in these stores.

It has been found that more than individual advertising is gained and merchants using labels find a distinctive value in keeping with their firm's dignified standing or trade catered to.

Improvements are also found each season and merchants have adopted so many novel methods in using firm name or trade mark labels that in some form or other their use has become almost general.

The Colonial Weaving Co., Ltd., of Peterborough, are making several artistic silk woven labels that are suitable for different manufacturers' and merchants' use. Since locating in their new factory they have also specialized in mercerized skirt bandings, webbing of all kinds and ribbon labels. The cost to the merchant is not so great compared with the advertising and individual "quality" standing gained.

VERY HANDSOME WALLPAPER CATALOGUE.

Dry Goods Review acknowledges the receipt of the new catalogue of the Staunton Wallpaper Company. Many up-to-date ideas are embodied in the wallpapers depicted in full color schemes.

Every kind of new fabric, finish and cut-out effect is featured by this firm, the selection for pictorial purposes being a hard one to make. Bed-room, dining-room, hall and drawing-room papers are all well represented at a variety of prices, most of them well within reach of moderate purses. These papers have a distinctive quality of their own, being carefully planned and adapted to the needs of the Canadian trade.

NO ADVANCE IN OLD BLEACH LINENS.

The manufacturers of Old Bleach Linens find buyers generally interested in the new line of towels in the

piece and by the yard. These goods were put on the market a season or so ago, partly as an experiment and partly because there was a feeling that they would sell on the Canadian market. The experiment has been even more successful than was at first hoped, and towels by the yard and by the piece are carried in many stores both in the linen and in the art needlework department. It is the revival of interest in hand embroidery that makes for the sale of towelings in this form, for buying them in this way the customer can finish them in any form that her individual taste dictates. The new line comes in an extensive range of patterns including the new striped, checked, and allover centres with the latest border designs.

Towels of soft linen, handsomely embroidered, are treasured somely embroidered are treasured gifts. They are deemed a fitting offering for the acceptance of the June bride, they form the leading prize at afternoon euchre and bridge parties, and boxed are included amongst the best sellers for Christmas gift purposes.

Towels in the piece come in a roll containing 3 dozen towels. By the yard the border is continuous on both edges. In this latter form the linen can be sold for runners and other uses.

Old Bleach linens show no particular advance in price so far and buyers will be interested to know that, generally speaking, orders for Fall can be placed at last season's prices. All patterns in towels can be had either with the hemstitched or scalloped border at the same price.

HOME & WATTS' FALL LINE.

With the first of the month of April the representatives of Home & Watts will be out on the road with a full line of misses' and children's dresses for the Fall season. The firm is confident buyers will find a full showing of every garment to meet the needs of this important department. The line includes a fine range of simple, smart, well-cut and well-finished little dresses made of standard materials to sell at popular prices.

Their line of more expensive dresses speaks for itself as it is the culmination of months of preparation. The materials have been carefully selected, and the style ideas gathered from the leading fashion centres and revised by competent designers who are closely in touch with the tastes and ideas that appeal to the Canadian trade. There has been more done than the moving of a button or a tuck here and there, for the styles are new and fresh and show the latest in trimming touches and effects. Many dresses are in the butterfly or kimona effect while others are in middy or Peter Thompson style. The touches of brilliant trimming in Coronation red and king's blue as well as in bright silk effects is the latest, and should have an enormous sale.

NOVELTY GARMENTS FOR LATE SPRING.

J. H. Winter & Co. are showing their second line of novelty garments for the late spring and early summer trade. This firm caters to the needs of those buyers who turn their stock over several times in the year and make money by always having the latest styles to show their customers. This firm has a happy nack of blending the latest style points with beauty of line, and cut, and while smart and distinctive, their models do not go to any conspicuous extreme. This is closely in line with the tastes of the best Canadian trade, and therefore the garments produced by this firm make a strong selling appeal.

Now that they have moved to a more commodious and more suitable factory they have fitted up a handsome showroom where buyers can see the garments to the best advantage.

A number of smart dressy utility coats are included in the new line.

A very smart line of pin-striped delaine dresses was shown and a number of handsome models in white and black and black and white striped messaline, touched with coronation red and king's blue satin trimmings, were included in the line of new models.

DAINTY-LAND NOVELTIES.

Devoted wholly to the use and amusement of his majesty the baby, is the line of novelty goods shown by Richard G. Krueger, manufacturer and importer of novelties for infants, New York. The goods are trademarked Dainty-land novelties and certainly are well deserving of the name. To the buyer, who is seeking something new to add interest to his showing of infants' wear, or to the retailer who is after a quick selling line of novelty goods for his Christmas trade the line is full of interest.

One practical novelty is the Humpty-Dumpty rattle shaped like an egg so as not to distort the outline of baby's little mouth. As this is warranted to be perfectly safe and sanitary the appeal it makes to the modern mother is left to the judgment of the buyer. Other articles are handpainted celluloid goods, including brush and comb sets, ivory and pearl teething rings, birth announcements, baby record books, velvet animals, hygeia sterilizers and covers and a host of other useful and novel articles.

LINGERIE PANTALOON COMBINATION.

Recently, The Review had the special privilege of seeing the line of lingerie garments produced by H. H. Hamilton & Co., makers of the "Vassar" undergarments. Judging from what was seen combinations have come to stay, as the range shown is no longer confined to only the very high-priced goods. One feature is that more stress is laid on princess effects and fewer are shown with the division between waist and skirt or drawers. Owing to the vogue of the tight skirt there is a growing demand for the sheath-bocker, and for wear with the new trouser and harem skirts a pantaloon combination has been put on the market of exceedingly ingenious and novel cut. Princess slips are being largely stocked by all buyers, and all the new lines of drawers are so cut as to give the closest possible fit. The materials from which lingerie garments are fashioned this year are sheerer and more filmy than ever. The laces and embroideries are daintily fine and trimmings, though elaborate, are all on flat lines, and there is an almost total absence of frills and ruffles.

J. ABELES, LTD., MOVES TO LARGER PREMISES.

More attention is being paid to the business in coiffure ornaments to-day perhaps, than at any previous time. Doubtless the possibilities of variety in the design of high class and really artistic novelties has had much to do with its increasing importance. Among Montreal dealers in these novelties, one who has made a growing success of the business is J. Abeles, Limited, who a few weeks hence, is moving his place of business from St. James Street, to a location farther up town, at 233 to 239 Bleury Street, up-to-date premises as large again as his present ones, and offering opportunities for a much larger and better display than he has found possible to make heretofore.

Mr. Abeles Allner, who has just returned from a business trip to Europe, is confident of having secured some of the finest novelties for coiffure and toilette adornment, offered by Old World designers, this season Naturally, he is increasing the scope of his business, and the display in the new premises will include shell goods, hair goods, leather and fancy hand bags, millinery trimmings and jewellery, in addition to a special line of novelty goods.

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To retail from 50c. to $1.25. Very attractive.

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In Stripes, Checks and Broches, for Suitings and Waistings.

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SPECIAL

19-in. heavy Black Paillette, to retail at 50c.

Mail Orders will receive Prompt Attention.

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TORONTO

ADVERTISING INDEX

A

Anderson, Wm. & Co... 14
Arlington, Co., The 161
Australian Draper 71
Abeles, J., Ltd. 35

B

Baker, Richard, L. & Co 115
Ballantyne, R. M., L.
Bartell Patent Pocket Co..... 155
Barry, W. H. & Co... 61
Baumann & Co., L..... 138
Berlin Suspender Co. 164
Bollert, E. R... 138
Botanical Decorating Co..... 138
Bradford Dyers Association 9
Bradstreets 73
Britannia Underwear 114
British America Assurance Co... 73
British Textile Syndicate .....
Inside front cover
British American Dyeing Co... ... 73
Brock & Paterson 138
Brock, W. R. & Co., Ltd., Montreal 19
Burnley, Thos. & Sons, Ltd 120
Burt, F. N. & Co., Ltd..... 138
Burritt, A. & Co... 116
Brinton Carpet Co... 131
Brock, W. R. & Co., Ltd., Toronto 16
Brophy Umbrella Co... 55
Butterick Pub. Co... 21
Brody & Funt... 85
Birkin & Co... 105
Boulter, Waugh & Co... 128
Bond, H. E., & Co. 161

C

Caldwell, Boyd & Co..... 107
Canadian Converters Co.
"Success Collars" 151
"Success Overalls" 4
"Black Prince Shirts" 5
"Blackeye Underskirts" 9
Chipman-Holton Knitting Co. .. 38
Corticelli Silk Co... 8
"Craftana" 123
Cravenette Co... 157
Clatworthy & Son... 67
Colonial Weaving Co... 97
Code, E. H.... 41
Cash, J. & J. Co., Ltd 13, 157
Canada Cloak Co... 89
Canada Label & Webbing Co..... 59

D

Debenhams (Canada) Ltd... 3
Dominion Textile Co... 103
Deacon Shirt Co... 169
Delfosse & Co... 63
Diamond Whitewear Co... 93
Defriez & Woodman... 25
Dominion Office & Storefitting Co. 65
Daniels, F. C. Co... 60
Dale & Pearsall 63

E

Eagle Knitting Co... 121
Eclipse Whitewear Co... 81
Ernest Ekstein 55
Ellis Underwear Co... 113

F

Fairbairn, R. D. & Co. 83
Forth, Potter Co., Ltd..... 60

G

Galt Art Metal Co..... 138
Galt Knitting Co. 112
Gardiner, Foley & Co. 92
Garland, John, M., Son & Co.. 12
Gault Bros. & Co., Ltd. 7
Gipe Carrier Co. 56
Greenshields 1, 2, 86, 87, 123
Grand Rapids Show Case Co.. 69
Gnaedinger, L. & Son 127
Grant & Co. 105
Goderich Knitting Co. 114
Gordon, John & Co. Inside back cover

H

Hall, Borchert Co 67
Hanson, G. F. 138
Henderson, Robt. 71
Hermsdorf, Louis 116
Home & Watts 91
Horrockses, Crewsden & Co.... 22
Hymans, Jas. 153
Halls, Ltd. 171
Hayward, F. G. & Co. 59

I

Irving Umbrella Co. 59
Independent Cloak Co. 95
Illustrated Post Card Co..... 15
Imperial Mfg. Co. 165

J

Jackson Mfg. Co. 167
Jaeger, Dr. 125
"Jay Finish" Underwear 118
Jason Hosiery Co. 120
Jones Bros. 159

K

King, John & Son 102
Kirk, Sam 163
Koester School, The 63
King, The Geo. H., Co..... 135

L

Ladies' Wear, Ltd. 48
Law, Russell & Co. 6
Livingston & Scott 96
Liddell's Linens 41
Lambert, P. W. & Co. 31
Leonard, S. & Sons 115
Luxfer Prism Co. 65
Livingstone, Geo., ("Austrian Collars") 161
Lace Goods Co., The Ltd.....42, 43

M

McCall & Co 11
Macdonald, John & Co., Ltd....
Outside back cover
Metallic Roofing Co., Ltd..... 138
Matthews,, Towers & Co. 142
Monarch Knitting Co., Ltd.... 111
Morall, Abel & Co., Ltd..... 13
Moulton Mfg. Co. 37
Millinery Commissioners, Ltd.. 75

N

National Cash Register Co..... 109
Nisbet & Auld 101

O

"Old Bleach" Linens 15
Ontario Button Co., The,..... 59

P

Parker, R. & Co..Inside front cover
Parsons & Parsons, Canadian Co 163
Perrin Freres 53
Penmans Ltd. 117
Palmenberg's, J. R. Sons..... 69
Phoenix Hair Goods Co. 45
Pullan, M. & Sons 79
Peerless Overall Co. 95
Palmer, J. & Sons 39

R

Rochester Button Co. 55
Rosenwald Bros. 40
Ryan, Robt., & Co. 57
Reid, A. T., Ltd. 51

S

Schloss, Louis 28
Schofield Woolen Co 123
Sword Neckwear Co. 145
Syndicate Cut Co. 138
Stauntons Ltd. 135
Singer, A. T. & Co. 118
Star Whitewear Mfg. Co., The.. 77
Silks Co., The 27, 139
Scott & West 133

T

Technical Books 123
Toronto Brass Mfg. Co. 69
Tranter, The G. A. Co. 138
Turnbull, C. Co., of Galt..... 116
Tooke Bros. 172

V

Veit, Otto, T. E. 136
Veit, Ernest 138
Victoriaville Furniture Co., The 136

W

Weber, Fred., W. & Co..... 138
Western Assurance Co. 69
Weyerstall, A. & Co..... 138
Wilkins, Robt. Co. Inside front cover
Wrinch, McLaren & Co. 44
Waterhouse, Thos. & Co..... 112
Wallace & Wallace 37
Western Leather Goods Co..... 41
Worralls 104
Williams, Greene & Rome 147

Z

Zimmerman Mfg. Co. 125

TABLE OF CONTENTS

Departments—

Art of Display 62
Dress Accessories 49
Dress Goods and Staples 100
Editorial 17
Furs 126
Fancy Goods and Notions ... 24
Good Advertising 70
Housefurnishings 130
Hints to Buyers 130
Knit Goods 110
Men's Wear Review 103
Millinery and New York Letter 74
Paris Letter 94
Ready-to-Wear Garments ... 76

Special Articles—

Calgary to Have Model Store 20
How Sales are Lost and Won 10
Personal Contact Builds for or Against 124
Some People Most Unfair 23
The Ideal Buyer 106
Use and Abuse of Superlatives 70

THE MEN'S WEAR REVIEW.

APRIL 1, 1911

PUBLISHED IN CONNECTION WITH THE DRY GOODS REVIEW

FEATURES OF THIS NUMBER

Authoritative News of Men's and Boys' Clothing for Fall.

Fall Suitings and Overcoatings—Notable Changes in Hat Styles—Bright Colors Coming in Men's Neckwear.

Black and White Effects in Show Cards—Opened Three Stores in Five Years.

Planning Fire Insurance—Overcoming the Help Problem.



An Artistic Display of Men's Neckwear and Shirtings
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EXCLUSIVE MEN'S FURNISHING

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MEN'S CLOTHING AND FURNISHINGS

Clothing Styles for Fall

Manufacturers Adapting Radical Changes — Military, Naval and Scout Ideas in Boys' Wear — Demands for Better Grades.

CLOTHING designers recently returned from New York, have given The Review their interpretation of the new Fall styles for the Canadian trade. Manufacturers generally welcome these changes and are working to capacity on the Fall output.

In men's suits the lines to be shown are closer cut and shorter rather following, as indicated in previous forecasts, modified English lines. Designers find the style tending to closer fitting garments in regard to shoulders and sleeves. More natural shoulders are the rule.

For several reasons manufacturers in adapting Canadian demands have not in every case featured these changes are markedly as they would wish. There is some danger of being too extreme, but the trend is certainly in favor of smart, dressy lines.

As noted, coats are shorter than last year. The prevailing average length is 30½ inches. Style generally calls for the 2 or 3 button sack. All new coats show graceful lapels, the points of which are curved much more than last year and are bolder in outline. Pockets are of the usual number and made with flaps. Breast pockets are welted and not as slanting as heretofore.

Vests show higher than the lapels of the coat in some novelties introduced.

Trousers show closer lines and slightly closer hips. New styles show 16-16½ inch bottom to 20-20½ inch knee measurements.

Judging from the samples seen the manufacturers have chosen most suitable materials. The cloths featured in worsteds and tweeds introduce all the most looked for patterns. In suitings plain cloths, close diagonal tweeds and smooth finished worsted weaves in tweed effects are prominent. Color cards place browns and greys equally popular with browns to advance in demand as the season progresses. Coronation effects are well represented in the different sample books of cloths bought for the manufacturing trade. Merchants generally should find no trouble in selections. Cloths are shown in sufficient variety to overcome duplicating more than is necessary.

Overcoats Show Graceful Lines.

For Fall it is stated that overcoats will be slightly shorter. Prevailing lengths will be 45-46 inches for conservative wear and 50 inches for ulsters and storm coats. A most prominent feature of all garments will be the graceful draping lines. Coats, too, are generally fuller although last season many exceedingly boxy styles were shown.

Shapely coats for young men are being featured. The raglan shoulder is used on extreme box coats. Fronts are closed with 3 or 4 buttons in button-through and fly effects. Lapels are finished to match the sack. Velvet collars will be shown, as well as self collars on tweeds and storm coats, as before.



Novelties in the supplementary range of Williams, Greene & Rome, Ltd., Berlin, for delivery in May. From the left the first garment is fancy sylken pyjama, and the second a fancy sylken shirt, with lounge cuff. These garments come in tan, gray, blue and white. On the right is a white sylken pyjama, trimmed with blue sylken lapel and cuff

New convertible collars are shown and the deeper collars will follow this style. This is introduced as a means of adjusting more satisfactorily the storm or regular high collars. A good selling point is made both for the manufacturer and retailer.

Browns and greys are to be represented in the Fall samples generally. In dress or street coats dull tones in browns and greys are introduced. "Warmth without weight" is featured in the new cloths selected for ulsters and storm coats.

Better grades are used far more than in previous years. Manufacturers point out successively improved features in qualities, tailoring, linings, collars and innovations.

Naval, Military and Scout Ideas.

Boys' reefers are longer in boxy and full cut designs. These new models will replace to an extent the longer motor which has been featured for some years. These also show convertible collars. Military, scout and naval ideas are also introduced. Norfolks based on the fatigue idea are to be good and naval overcoats show epaulettes and "Niobe" emblems. Blouse, reefer and overcoats to match and conforming with the military, naval and scout demand give promise of good development in these fields. Tweeds in browns and greys are used and small designs are generally most popular. Plain cloths, serges, etc., are carried in the imperial ideas as well as new cloths added in introducing later models.

In children's suits, Norfolks still prevail following box pleat styles. For bigger boys, 10-16 years, double breasted coats and full cut bloomers with strap are to be popular as ever. New tints of browns and greys and small neat patterns are favored. One of the most marked demands for better grades is noticeable in these lines. A decided feeling for higher qualities is to be encouraged.

An endless variety of children's Russians, Busters and pull-over blouses are shown among the popular priced lines. Some new ideas and many designs in pleated fronts have been prepared.

In clothes for children's wear fine stripes and bright colors are used. General tones are far brighter and include cardinals, wines, blues, browns, grays and olive shades.

Manufacturers Suggest Better Grades.

Manufacturers have suggestions and criticisms, as well as retailers and are just as sincere about improving conditions. The failure of merchants generally to properly size up the demand of the youths of to-day for better grades of clothing is frequently commented on. It is stated in some quarters that the day of the boy's $5.00 suit is passing and that the demand is for goods more in keeping with those worn by older people. As it was tersely put, boys want suits "like father's."

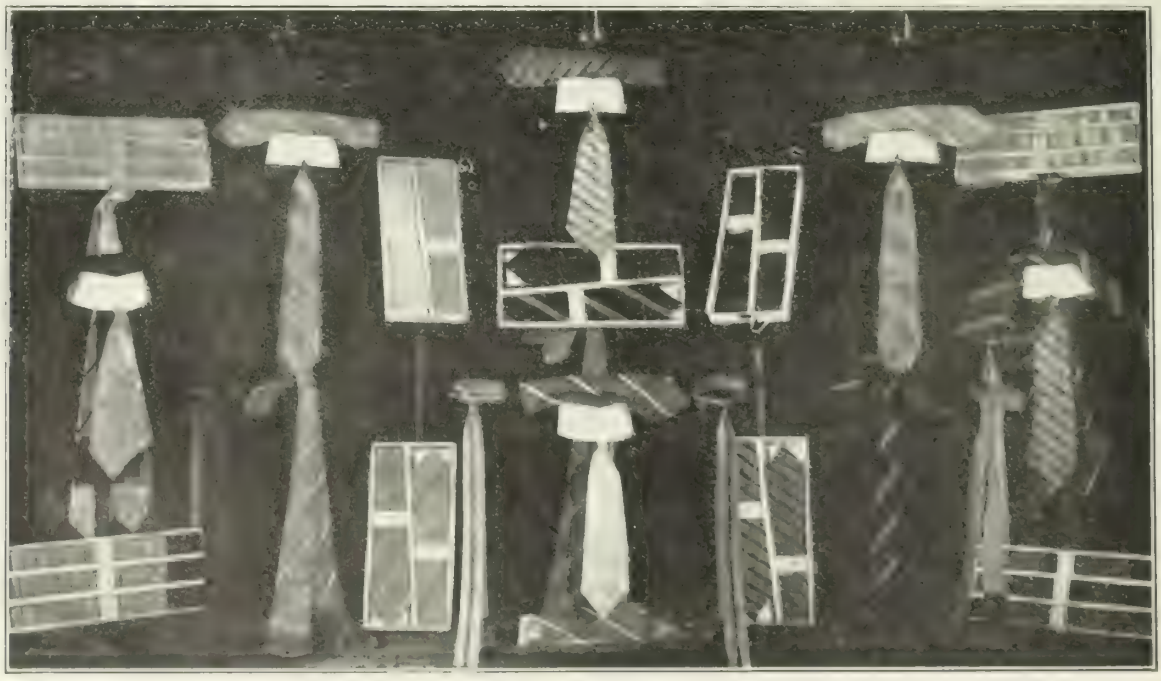
Merchants, so far seem to have neglected this demand to a greater extent than the manufacturer, who has been educated along these lines on account of purely local demands. Manufacturers are paying more attention to this matter this season in order to meet the large buyers, who have been going abroad. Cases are cited where customers visited United States departmental stores in order to secure better clothes for the boy. Such a step it is claimed is unnecessary and would become entirely so if merchants generally understood and developed the demand.

As manufacturers have made preparations to meet this demand merchants should specialize on better lines in the juvenile departments. Good clothes for the boy elevates the boy's self respect and if the lines shown by the merchant are better the demand is there to be developed.

Care taken in choosing smart natty designs on better grades should be noted in orders placed for fall on boys' clothes.

Another matter of interest to the manufacturer is the location of juvenile lines for boys up to 5 and 6 years of age. Merchants do not give that prominence to such goods which is usually given girls' wear for girls of the same ages.

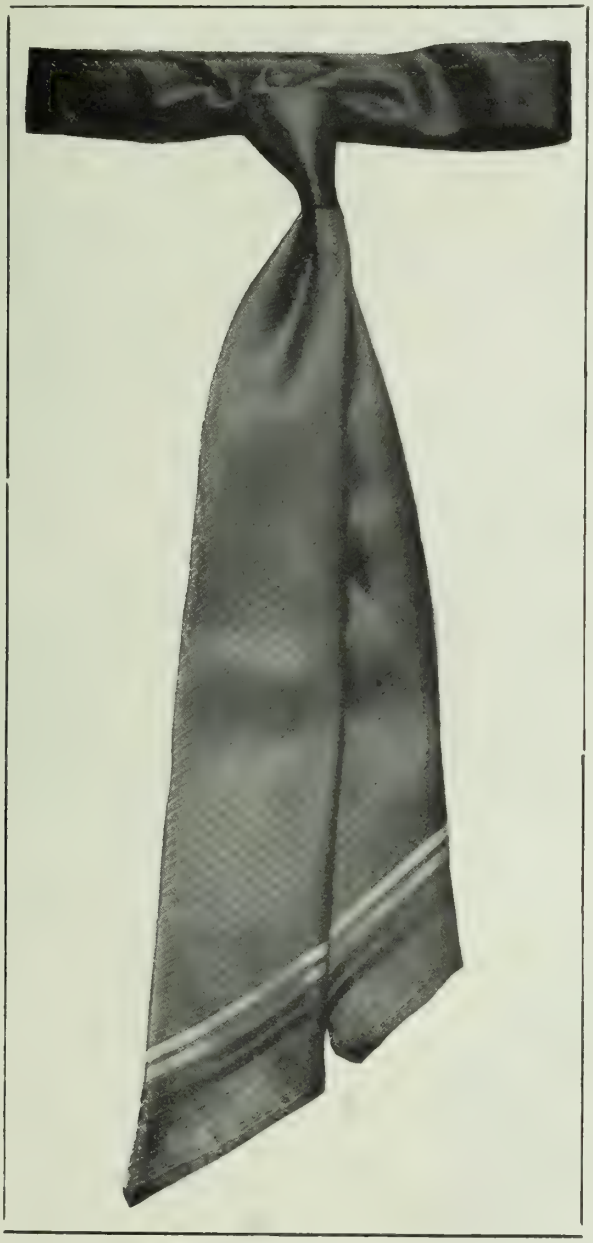
In large departmental stores these respective lines are often given individual sections and sales kept



Simple, but striking, display of neckwear by Reg. Brown, Cressman's Toggery Shop, Peterborough

Two More Leaders!

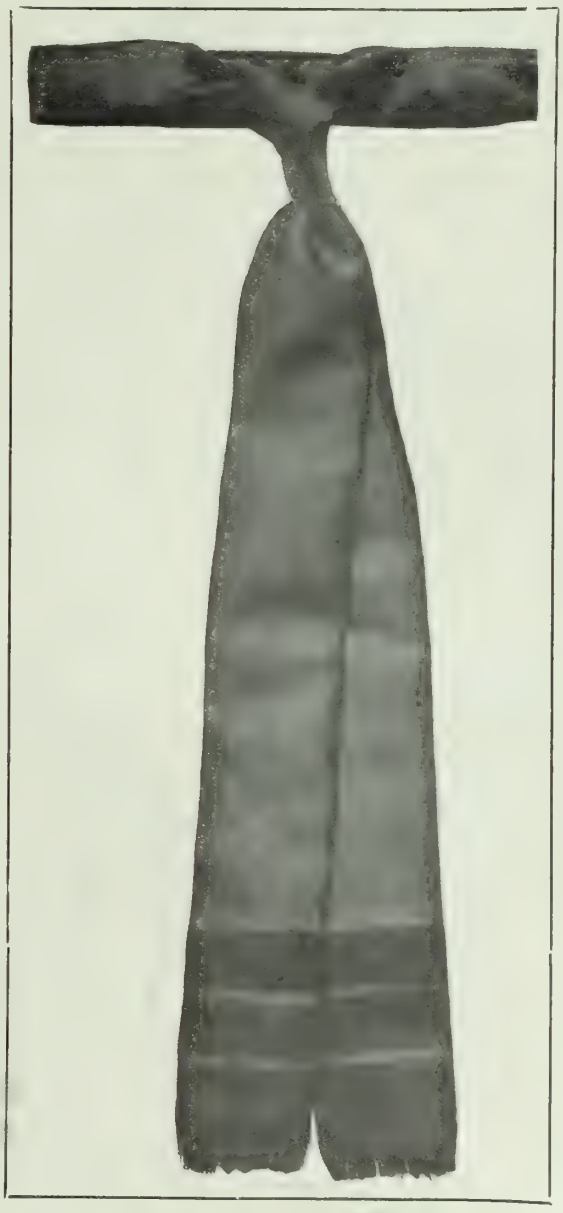
These two articles are designed for summer wear and are made in styles that will surely please your trade.



A New Raised Cord Rep, having a plain centre and showing a satin stripe ombre for the border end. Twelve different combinations. . . $4.50 doz.

This derby is cut and made in one piece and is shown in twenty-two different color combinations.

1⅜" wide, made up . . $4.25 doz.
1¾" " " " . . $4.50 doz.



The Sword Neckwear Company, Limited

TORONTO

up by such prominence. It is claimed that juvenile lines for boys are not sufficiently displayed, being rather overshadowed by other lines, when shown along with men's wear.

Strong Outburst of Color

Men's Neckwear this Year Will See a Marked Departure From Quiet Tones.

The Review's prediction that the present year would be marked by some very striking color effects in men's neckwear is being borne out. The range cards shown by manuafcturers indicate that there is going to be a very exhilarating departure from the quiet, conservative colors of the past two season.

When it said that solid red and garnet will be worn it is hardly necessary to add that a number of startling combinations will also be introduced. At the present time these are just making their appearance; the full outburst will take place as the season advances.

Good business is now being done in border and bar end ties. Thus a plain rep of coronation blue will have a black border end centered by a bar pequin. In the same class are the raised rep grounds with four or five diagonal satin tripes forming an ombrey effect on each end, and another of the season's novelties is a raised rep with inch satin diagonal border on each end. These styles only serve to illustrate the popularity of the bar end ties and the many different ways in which that effect is being worked out. Popular colors are coronation blues, flax, mulberry, greys, toupes, silver, green, garnet and browns. Small bird's-eye weaves or mat effects alternating white and black, white and gold, red and garnet, white and brown, white and black, are shown for the near future, and in club jaspers the following combinations seem good: White and black, white and taupe, navy and Alice, black and reds and myrtle and reds. The same combinations are seen in the tally-ho clubs, only more extreme. There are royal blue and white, myrtle and garnet, tan and white, black and white, black and gold, rose and black, and wistaria and violet. Some of these combinations are absolutely new and represent a unique departure in men's neckwear.

One of the prominent reasons, however, is noted and it is evident that fashionable colors, as worn by women will enter largely into the decision and coming popularity of brighter colors in men's ties. There is a very fine range of greys shown and to these the name, "Queen Mary" has been given.

The London Daily Mirror gives the following report of an interview with a London outfitter:—

"Whatever color women decide shall be fashionable for their frocks becomes, automatically, the color for men's neckties. Because most women will wear blue this season most men will wear blue ties. Cectainly many engaged men will copy their ladies' dress color schemes. If a man makes a point of matching his tie to his fiance's frock, it is probable that everything is going on as happily as the proverbial—and prospective—marriage bell.

"But color sympathy in ties does not apply to lovers only. Many men generally follow the prevailing feminine tint by matching their neckwear to it. Last year blue was very popular, and this season various shades of royal blue will be the color most worn. Royal blue, in fact, is to be the coronation year color.

"It is by no means uncommon for a young man to bring his wife or fiance with him when buying ties. Ostensibly she comes to help him choose—and the result nearly always is that the ties he buys are of the same color as the dress she is wearing. The man surreptitiously matches what is shown him with what the girl has on, and, of course, she approves of his choice. And if is not only in ties that men follow women's colors. The smartly dressed man likes his socks to match his tie."



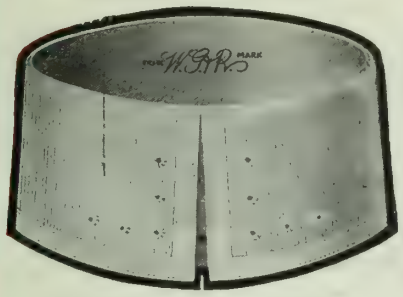
New home of the Imperial Clothing Manufacturing Co., Toronto, makers of men's and boys' wear. This structure, which is of buff brick, stands at the corner of Duncan and Richmond Streets, in the heart of Toronto's new factory district.



No. 219.—Repp, 1⅝ inches.
$2.00 per dozen.
Same shape in repp, 2 ins., is No. 222.

Catch the Ladies' Fancy With These Collars

With these strictly modish Ladies' Collars you can do a rushing business. Our natty styles will delight the ladies, and they'll sell as soon as seen.



No. 231.—Repp, five eyelets.
$2.10 per dozen.
Same shape in pique is No. 213.

Every popular shape and height in the latest Parisian styles—both in pique and repp.

The illustrations give you but a faint idea of the dainty workmanship.

You must see this line to realize how W. G. & R.-like is the style and finish of these new goods. Don't forget to ask our traveller about these the first time he comes around.



No. 200.—pique, three patterns.
$2.00 per dozen.
Same shape in repp is No. 221.
Same shape in repp, 1¾ in., is No. 223.



No. 229.—Pique, three patterns.
$2.00 per dozen.
Same shape in repp is No. 228.



No. 232.—Pique, three patterns.
$2.00 per dozen.

Or, better still—order now for the Easter trade



No 230.—Repp, one eyelet.
$2.10 per dozen.
Same shape in pique is No. 212
Same shape in repp, 1¾ in., is No. 238.

TRADE W.G.R. MARK

BERLIN
Factories:
BERLIN
and
HANOVER

Notable Changes in Hat Styles Announced

More Distinctively English Blacks are Now Being Shown Following Similar Trend in Men's Clothing — Modifications for the Canadian Trade — Telescope Shapes in Strong Position — Small, Dressy Shapes in Panamas Look Good

THE marked favor shown for more distinctively English styles in men's clothing is also seen in the hat department. Some marked changes in stiff shapes are shown in the late summer styles, and these, it is pointed out, will be still more strongly featured for Fall. They embody certain modifications of English shapes, crown and brim proportions being made to suit that preference for the happy medium demanded by Canadian trade. Brims measure generally from 2⅛ to 2⅞ inches and are more flat set than has been the case for the past two seasons. In short the American brim seems to have been very successfully applied to a more English style of crown.

The New Telescope.

In soft hats, the new telescopes have came into very prominent position. While these hats have the orthodox telescope crown, the pencil edge is the great feature. A telescope hat with two inch pencil brim and 2¾ inch crown makes a very neat, dressy



Newest American block for Fall Shown by Charles C. Punchard & Co., Toronto.

head piece, and it is predicted that this hat will also be a feature in Fall business. Steel greys, pearls, black and a new shade of brown called cedarine have been largely taken in these telescopes.

Velours and Scratch-ups.

Some business was done last season in velours hats. They were for a time considered a fad, but quite a number sold for gift purposes about the holiday season. Now there has appeared on the market a genuine velours that is somewhat higher priced than those formerly shown, but which nevertheless promise to benefit by the educative work done by the preceding line.

In scratch-up troopers and fedoras the past season has seen an excellent trade and this promises to continue. Soft hats of all kinds are very well thought of by the trade to-day, and it appears that the man who bought liberally for early Spring season would have no reason to regret it.

Golf and Auto Caps.

Manufacturers state that the business outlook for Fall on golf and auto caps is particularly promising. Samples are shown in a wide range of novelties and practical features. Buyers will have a broad selection of cloths, colors and styles placed before them. Best selling lines will be overcoating effects in the different grades, fancy frieze and mohairs, heavy tweeds and diagonals will be strong sellers. Both patented and fur lined bands are sure to take well for Fall.

High-grade golf caps are also shown in several early Fall styles. Fine tweeds in greys, browns and similar effects are slated as the best colors. Worsteds in many good designs are being placed for early Fall



Black and gray rough mohair cap, made with raw edge and patented elastic band. Manufactured by Charles C Punchard & Co., Toronto

wear and promise unusual sales. These better lines are made with fine silk lining and sweat band all round. Manufacturers are quoting these novelties from $7.50 dozen up.

Auto caps are in strong demand and many novelties are seen in the different ranges. Manufacturers report good business on finer qualities in leather and leather in conjunction with cravenettes. Some few are also seen in similar tweeds, as shown in the plain golf caps.

Give Caps a Chance.

Caps are staple and not subject to frequent change, but here it is also noted that modified English styles are also good. There is not the tendency to extremes in crowns and peaks. The revival of tweeds in clothing accounts for their appearance in considerable strength in caps, and the merchant who is alive to the importance of these goods should have no trouble in making well out of them.

Jobbers as well as manufacturers appear to be agreed that there are still many merchants who do not give their caps half a chance. They store the best of them in some obscure drawer, do not go in for effective display and seem to ignore the selling value of modern methods as applied to caps.

"There are men's furnishers who might benefit by a visit to New York stores," said a manufacturer. "Not long ago, I had occasion to visit one of these places and their method of handling caps was enlightening. They carry samples of their different patterns in a glass case immediately above a series of drawers. In those drawers are the caps which correspond with the styles in the cases above. A man entering the store for a cap simply had to look over the case, decide upon the style of cap he wanted and make a selection from the proper drawer underneath. This was an outfit that called for little attention from the salesmen. When a man enters a store for a cap he should be able to get something to suit him and the easier it is the better for the store.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

A WELL-KNOWN KNITTING COMPANY in the States, making a very desirable line of Trade Marked medium and light weight Balbriggan Shirts, Drawers and Union Suits for men and boys, nationally advertised, desires representation in the different parts of Canada. Responsible, energetic salesmen, selling direct to the retail trade, with established trade for American goods. Give experience and references. Address Box 11, DRY GOODS REVIEW.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40 000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St., Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

FOR SALE.

CASH REGISTER, stylish nickel-plated detai adder. Registers one cent to twenty dollars 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

SITUATIONS VACANT.

WANTED—By a progressive Western department store a man to take charge of advertising and window dressing. Must be original and know business thoroughly. A permanent position. Send samples of advertising and photos of windows. State experience and references and salary expected. Box 9, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MAKE MONEY AND SAVE MONEY with the Multigraph. It does multiple typewriting and real printing. 1,200 to 5,000 sheets an hour, gets new business with form letters or printed advertising, saves 25% to 75% of printer's charges on stationery and forms. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

RETAIL MERCHANTS AND OTHERS with a limited correspondence will find it to their advantage to write us for catalogue of special bargains in rebuilt Typewriters. We have all the well-known makes, taken as part payment on the Monarch, and at the prices we offer them they are remarkable bargains. The Monarch Typewriter Company, Limited, 46 Adelaide Street West, Toronto, Ont.

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

The progressive merchant will always regard caps as good property.

Should be Good Straw Season.

Telescope shapes with snap brims will also be good in straws this summer. In the soft, pliable straws and in panamas, this is a style which has been received with favor in the present buying. The $5 panama will be frequently called for and the small, dressy shapes are responsible for that happy trend. In the ordinary sailor shapes there has been little change. In some the crown will be lower and in others a little higher and the same may be said as to breadth of brim. For sennit straws good business is predicted.

It is to be a season of color so far as hat bands are concerned. The coming coronation explains a more extensive use of blue, and the British coat-of-arms in gold has also been applied to hat bands though for the most part, very daintily.

Coronation Windows.

In London, window trimmers have already begun to feature coronation goods. Window tickets with portraits of the King and Queen appeared long ago, and now those articles which bear appropriate color, imprint or embroidered design are being displayed. In this direction the Canadian trimmer should also give expression to his art during the next few months.

—◈—

An extreme authority on Fall styles for young men calls for "closer lines." Coats will be much narrower across the shoulders, shaped at the waist and shorter lapels will show soft roll and "kink" slightly rounded. Vests will be high. Trousers closer throughout finished with cuff. Figure lines will be "natural" and display personality.

Dainty Effects in Jewelry.

Pearl and plain gold will be the correct thing in men's jewelry for the coming season. There is a decided favor for very neat links, pins and studs, and the watch fob will now share its popularity with the medium-weight chain. In tie pins, very elaborate effects will be avoided. It is noted that stones which match as far as possible the fashionable colors, such as mulberry, blue, apple green and cardinal are very good set in dull gold.

—◈—

A Handy and Husky Bunch.

The hockey team of the W. R. Brock Company, Limited, Toronto, proved to be a handy and husky bunch at the game.

In the season's contest they worked hard to make their position strong in the Toronto Mercantile League. They took second position in their section, and this fact is all the more noteworthy considering that this was the first season the boys played together and the various difficulties that had to be contended with in getting out the team and working up the players to a sufficient standard of speed, grit, and endurance. They are well satisfied with the result. The team was much lighter in build than most of the contesting teams, but made up for this deficiency in speedy play and good judgment.

The team has received the patronage of the firm, two of the directors being officers, W. R. Smallpiece and J. S. Anderson. The management was most successfully handled by Frank Hamilton, who gave the boys his able assistance, and made things pleasant for both his own team and those of the league. Dick Crawford certainly deserves great credit for his exertions in bringing the members up to so high a standard of efficiency.



THE W. R. BROCK CO. (LIMITED) HOCKEY TEAM — 1910-11.

From left to right Standing — D. McLaren, R.W. J. Lajoie, Centre W. Scott, Rover, G. Bell Point S. Blair, I.W. E. S. Crawford, Committee Seated — J. S. Anderson, Vice-president, F. L. Barry, Mascot, F. Hamilton, Manager W. R. Smallpiece, President, D. Smith, Goal, H. Flood Cover.



A Favorite in Success Collars

This new, popular-shape—the Leinster—is a neat, dressy collar, which can be worn on nearly all occasions, and the wearer will be comfortable.

The Leinster has all the good features of the Success line, careful cutting, exact sizes—and the eyelet buttonholes which button easy and hold the collar firmly in shape.

Order Leinster from your Wholesaler—this will prove what good sellers Success are. Ask your wholesaler to send you a book of Success shapes.

You cannot get better than Success to retail at 2 for 25c. Then why stock any not as good?

The Canadian Converters' Co. Limited.
Montreal

Comparison of White and Colored Cards

White Show Card with Black Letter Best for Direct Selling—Colored Cards Have Not the Same Stopping Power—Sharp, Quick and To-the-Point Language is Always Essential in Cards which Aid Salesmanship.

By J C Edwards, with A. W. Cressman. Peterboro

DRESS two windows: dress them alike, put the self same goods in each and in one place a white card lettered in black, in the other put a dark-colored card lettered in white. This is one good way to prove the selling power of each card.

Of course there might be other things to take into consideration beside the dressing of the window. The location of each would have something to do with the result. Suppose the traffic was greater going north and the public would have a tendency to see the north window first; naturally this one would have the advantage; yet if the two windows were left long enough the south window would be the most conspicuous when the flow of humanity came back. However, this would be as fair a test as any, and when an article was asked for "the same as the one in the window," naturally the customer would point it out to you in the window in which it was seen.

White and Black Best Sellers.

The general idea to-day is that the white with black show-card is the best sale card made; the colored, while it may be lettered the same is not so attractive.

There is one way in which you can get a fair idea as to the attractiveness of the card. Stand the two cards up and glance around quickly, first at one then the other and you will quite readily see the difference. The white is harsh and jars on the optic nerve in such a way that you are made to stop long enough to read what it says. The colored card, say a brown, rests the eye and does not call you to a halt so readily.

In speaking of colored cards, we do not take into consideration the highly colored railway board, such as yellow, red, blue, etc. We apply the term to the more refined shades, as dark and light greys, brown, blacks, etc., because these are commonly used in the better stores for men.

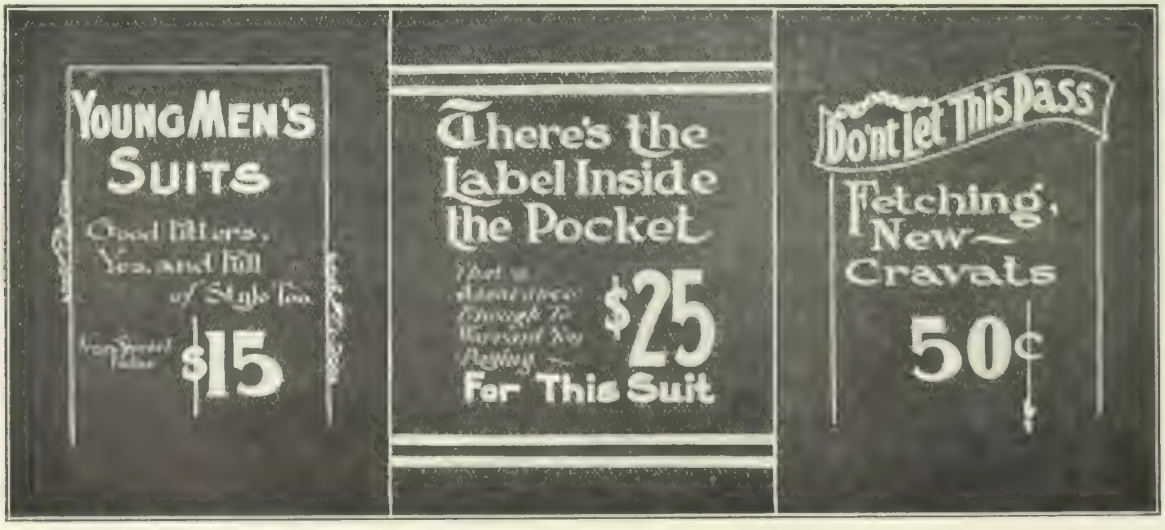
The mere fact of the white card arresting the eye of the hurrying pedestrian is a big point in its favor, for the card has done its duty the moment it stops the man and he reads the inscription written thereon—the goods themselves must do the rest.

In endeavoring to prove our point we have prepared three pairs of cards, each pair bearing the same inscription, written the same and neither one colored up in the least and practically no decorations. The camera, of course, will show the brown cards up as black or nearly so and they will have even more advantage in the reproduction than in the original. Even with this advantage you will easily see what we have said is true.

Our own experience has been that no card except the white with the black letter is of much use as a selling card, more so where the price is brought out as a very prominent feature and even when some other quality or qualities are the attraction. It is hard to get away from this fact, for fact it is. It has been proved beyond a shadow of a doubt.

Of the dark cards which we have used from time to time for display purposes the black card undoubtedly is the best to stop the people or to make them look, but when something a little more classy is required to accompany goods of this order, the brown or tan card takes the first place.

You will notice in the set of cards prepared to bring out our point that the simple decoration and the lettering have been executed in each pair of cards to correspond as near as possible with each other. The size of the card is somewhat larger than is the custom for classy men's wear but as they are supposed to be sale cards with price very much the feature we believe the card can stand to be somewhat larger. The set reading "Don't Let This Pass"



The stopping power of white lettering on colored cards and black letters on white cards may best be compared by placing one or more of each in opposite windows. It is generally conceded that black on white will attract directly where white on color will not.

Hymos

¶ Hymos makes its debut to the tailoring world.

¶ It is a newcomer, but will shortly be familiar as a household word. This new invention is a veritable inspiration. To use a conventional phrase—it is wonderful.

¶ Specially suitable for men's suitings for tropical countries, for women's costumes, light raincoats, gabardines, etc. It will not break or crease, and garments made up with this specialty are feather-weight, they do not require any lining.

¶ Hymos cloths are yarn dyed, thoroughly London shrunk, and the colors are absolutely fast.

¶ Hymos cloths are stocked in 54 in. and 56 in. widths, but others can be made to suit clients' requirements.

¶ It is significant that although we have only just put this cloth on the market, we have already secured sample orders from every quarter of the globe.

Obtainable from all High Class Wholesale Houses.

SOLE MANUFACTURER

JAMES HYMANS,

(Wholesale Only)

8 and 10 Crescent, Minories, LONDON, England

Telephone—13373 Central

Telegrams—"Savageite, London

SAMPLES ON REQUEST

is the only one without the "pen reader." These were written with a No. 8 flat brush. The lettering is all brush stroke with the exception of the price which is a favorite single and double brush stroke figure.

The next set "Young Men's Suits" brings out most prominently the main words and price. The heading is the brush stroke block and the price is double and single brush; while the reader is lettered with a No. 2½ pen. The reader being rather eccentric in wording is made more attractive to the person who likes something out of the ordinary. The border and scrolls were executed with the same No. 2½ pen.

Effective Language.

There are lines, in the advertising of a store, where the less you say, the more effective the advertising, either in the newspaper or on the show card —the busy woman, the hustling man, the lazy boy on a hot summer day or a blustry winter night, will not take time to stand and read a lengthy sermon on the merits of an article displayed in a show window. Sharp, quick, right to the point language without any frills, a lone price or a single word will attract and be read and perhaps stop, and sell more quickly than a long array of description.

Mr. Busy Man is in a hurry to get off the street; he passes a window of suits, a big white card arrests his attention. It says "There's the label inside the pocket." He stops, looks and reads the name of a famous brand of clothing on a label, conveniently, yet carelessly turned out. He notes the price, goes to his office, thinks it over, buys. White cards are to the fore again. Brown card would have let him pass in all probability.

The glaring black letters on the white card undoubtedly is more noticeable than the white on a brown or even a black, or any other dark color, while either black or white on the mid-shades are not in the same class for real selling value.

Where the price is a prominent-selling point, it should be well written, fairly large and easily read from a distance. We prefer the heavy single and double brush stroke prices such as used in the accompanying sets of cards.

—◈—

Much Color is Worked In

Change in Suitings will be Welcomed by Dressy People—Fancy Worsted will Imitate Tweeds in effect—Great Variety in Fancy Overcoatings.

The outstanding feature of the suitings shown for the coming Fall is the amount of color being worked in. The effects obtained through the introduction of the many bright colors is wonderful, and will be greatly welcomed by dressy people who, for some considerable time have been held down to quieter styles.

Bannockburn tweeds are shown in a great variety of both plain and fancy patterns and bid fair to have a very large sale as they have been gaining rapidly in favor during the past couple of seasons.

While there is and has been considerable talk about tweeds, the sales have not been up to expectations this Spring, but the writer will probably see a great many more tweeds sold, as tweed is certainly a much more suitable cloth for Winter than Summer.

Fancy worsteds will, of course, be the chief component of Winter showing, and in many cases will imitate tweeds in effect. A great variety of fancy worsteds are on the market as *Coronation* colors. Red is the correct color, but colors such as purple, green, and blue are shown by many makers as Coronation colors. By these colors we mean those used for the stripes, checks and pronounced mixtures on the groundwork of both tweed and worsted. Brown is the leading color in both tweeds and worsteds with a very marked tendency to go strong on greys.

Overcoatings.

Never has there been shown such a variety of fancy overcoatings. The popularity of the Varsity coat buttoned up to the neck has drawn the makers into bringing out an endless range of cloths and colorings suitable for these garments.

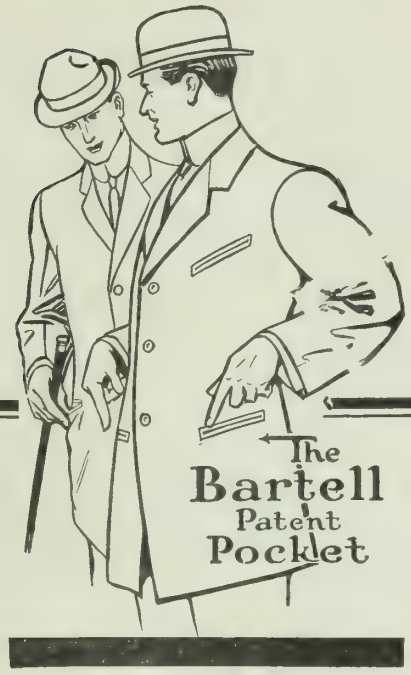
Duffle friezes are seen and are certainly in the lead, being soft, warm and not heavy. They are seen in greys and fancy mixture colorings of a brownish and greenish cast. Heavy Scotch tweeds with fancy plaid backs are amongst the most favored fabrics.

Black and grey meltons will, as usual, be bought by every merchant tailor in the trade as they always and under all circumstances form a large portion of the business.

Prices in all departments are very firm. The situation is largely in the hands of spinners who are now very busy. Advances are not alone due to higher wool prices but also to increased cost in everything entering into manufacture. A fair estimate of the increase in fabric prices during the past two years is 10 to 20 per cent., and wholesalers point out that this is by no means fully represented in prices to the retailer.

Plan to Overcome Scarcity of Help.

The general merchant and the merchant tailor all over the country has had, time and again, to face the everlasting trouble of getting competent help to make up his goods, during the busy season and in many cases have been forced to handle ready-made garments when made-to-order goods were wanted. With the object of overcoming this problem, a practical plan has been adopted by a tailoring establishment in Toronto. This house will cut, make and trim for merchants all over the country. They do not come in competition with the tailor but simply make up for the better class trade and are to-day in the same position to the merchant tailor as the wholesale woolen houses are. They say, "Make what you can yourself and send us the balance or send it all." They can always get an abundance of skilled labor, as the average coat-maker has little inclination to leave the big centre where he has so many chances of employment that he cannot expect to get in the smaller towns. This concern, it is said, has kept merchants in business who would otherwise have had to give up for lack of help.



It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

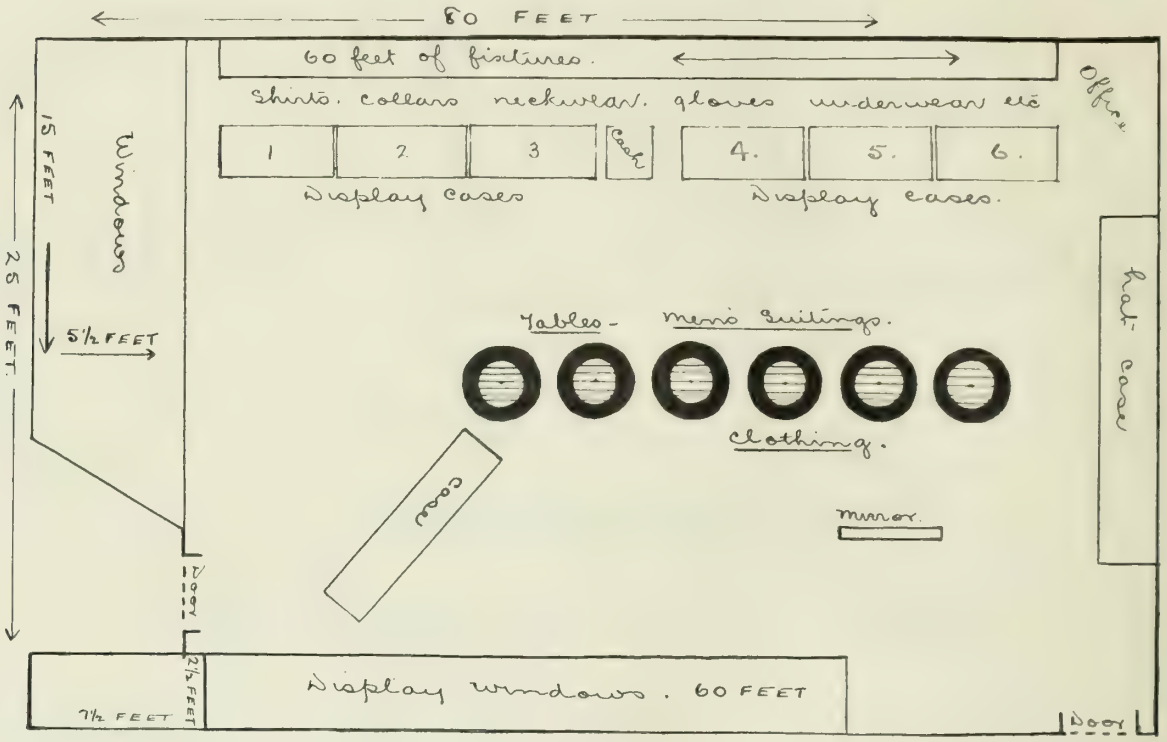
If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

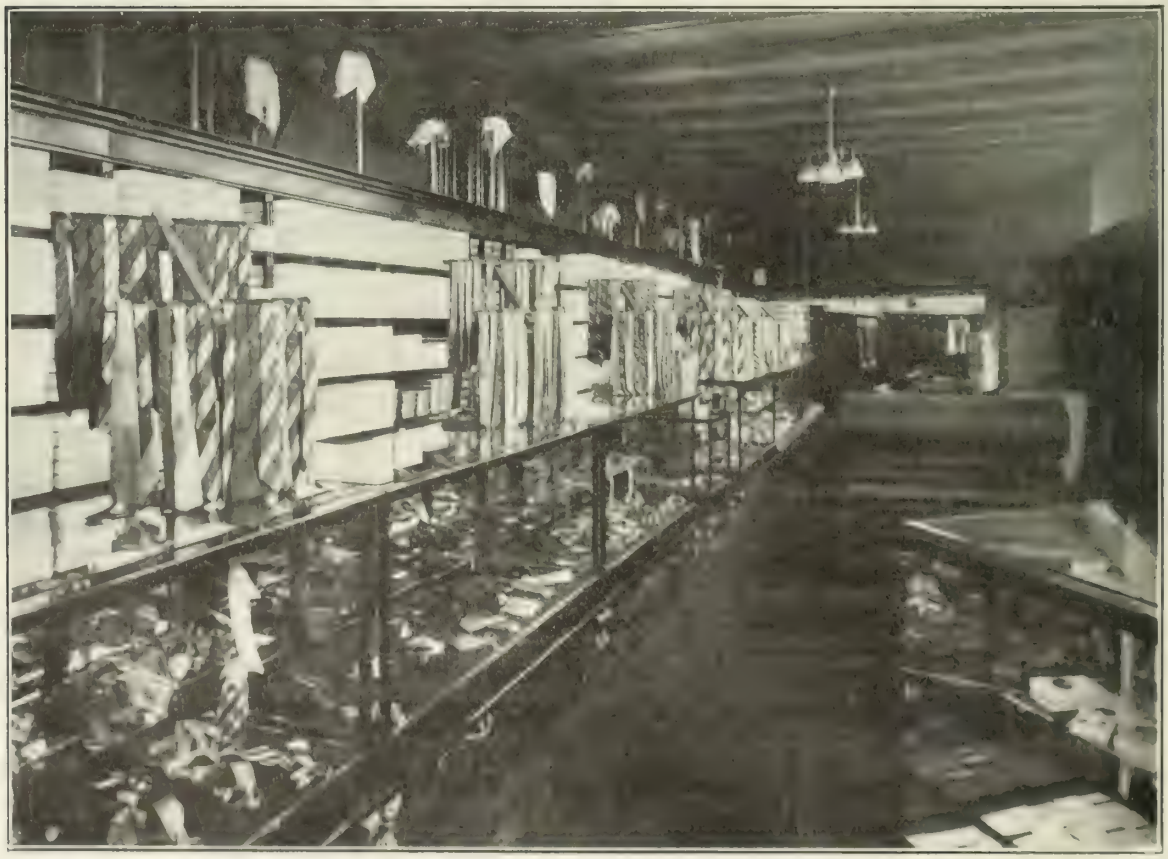
THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

INTERIOR VIEW AND PLAN OF THE NEW DEDMAN STORE.



Interior arrangement, new men's wear store, Milton J. Dedman, Toronto. This store is on a prominent corner. It has 80 feet of window space and in front of these 11 hign power gas lamps make a brilliant night display



Interior view Milton J. Dedman's new men's wear store, Toronto, the third of its kind opened by him in five years. The store is finished in solid oak. Note the fine display of equipment

CASH'S

(English Manufacture)

Real Poplin Tubular Neckwear

(Pure Silk and Wool)

made in narrow four-in-hands, also 1½ inch loom shaped four-in-hands. Shown in 66 solid shades and large variety of fancy patterns.

CASH'S

(English Manufacture)

Fine Cotton Tubular Neckwear

Sample cards show over 500 colors and patterns.
Prices range from **90c. per doz. up,** laid down Montreal.

J. & J. CASH, LIMITED

100 Chestnut St., South Norwalk, Conn., U.S.A.

Montreal Office, Room 42, 301 St. James Street

Send for Sample Cards and Information to our Montreal Office, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

British Columbia Agent, H. A. J. Chapman, Box 448, Victoria, B.C.

THERE'S NOTHING BETTER THAN

"Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.



WET or FINE
RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

Reg.d Trade Mark "Cravenette" PROOFED BY The "Cravenette" Co Ltd

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Planning Fire Insurance for Retail Stores

Practical Suggestions as to Risk, Premiums and Adjustment of Losses — Haphazard Methods Merchants Adopt in Regard to This Important Matter — Points to be Kept in View in Placing Insurance—Assigning Insured Property

By HOWARD R. WELLINGTON

AS a general rule, the average store-keeper or general merchant, especially in the smaller places, gives very little attention to the placing of his fire insurance.

For instance, how many merchants ever read the statutory conditions of the policies on their goods or premises. As a rule, when the policy is delivered by the agent, it is carefully stowed away in some drawer or possibly in the safe, not even opened up for examination, and probably remaining there until the agent comes around in another twelve months with the renewal receipt for another year. In the meantime some important change in the physical hazard of the risk may have occurred, such as a motor being installed for some purpose or possibly gasoline may be handled and kept in the insured building.

Conditions of the Policy.

The conditions of the policy plainly state that any changes material to the risk must be reported to the company, otherwise the company cannot be held responsible in case of loss by fire under such conditions.

This matter may be reported by the merchant to the agent in due course, and he (the merchant) may receive the answer that it will be alright in any case or that it really does not make any difference.

Reporting Changes.

The so-called agent neglects reporting the change to the company, for such a case frequently happens, and a fire occurs. The merchant has considerable difficulty in adjusting his insurance, in fact, he is obliged to go to court in an action against the insurance companies to recover his loss.

In Case of Fire.

The merchant will surely lose his case and though he is the only one to blame, he will at once turn against the insurance companies for not adjusting the loss to his entire satisfaction. A contract for insurance should be considered by a merchant as important as any other contract and the clauses outlined in the policy are designed not to defraud the merchant insured, but rather to protect the company. Matters concerning risks have been weighed carefully by the companies and they have decided as far as they can go in the interests of the assured.

If the merchant were purchasing a property, every detail of the deed would be gone into carefully, but the average merchant never takes the trouble to read his policy so that he will know whether he is observing the conditions imposed thereby or not.

The Two-Thirds Clause.

The policies of some companies are subject to the two-thirds clause, which means that in case of fire the company will only pay two-thirds the amount named in the policy. Possibly the merchant has been paying for three-thirds right along and is not now aware that he will get only two-thirds when a fire occurs. When placing insurance the merchant should be sure that he only insures for two-thirds of value of stock and building, that is, when these conditions are in the policies. If he insures for more than two-thirds in such a case, he is paying insurance for a third which he will not receive in case of loss.

Changes in Risk.

Every merchant should report promptly any changes material to his risk, and insist on getting a written endorsement signed by the company or by the agent. This endorsement should be attached at once to the policy so as to avoid any dispute.

Stove Pipe Chimneys.

In the smaller towns where stoves are in general use, the stove-pipe feature is very prevalent. As the winter season comes on the merchant finds it necessary, in order to keep his store warm, to put up some extra stoves. Finding he has not enough brick chimneys, a hole is cut in the wall or window and a stove-pipe chimney is installed therein. This is one of the worst features, from a fire insurance standpoint, and is never permitted by the company without a heavy extra charge. Merchants should keep such a matter constantly in view as it is of no use insuring unless fully covered and protected in case of fire. If this business of insuring is worth while at all, it is certainly worth while doing well.

Insured Property Assigned.

If the property insured is assigned without written permission on the policy, such permission to be signed by the company or its authorized agent, the policy becomes void. This condition does not apply to changes of title by succession, or by the operation of law, or by reason of death. A merchant should fully realize that this is one of the most important conditions of every policy.

Policies Should be Concurrent.

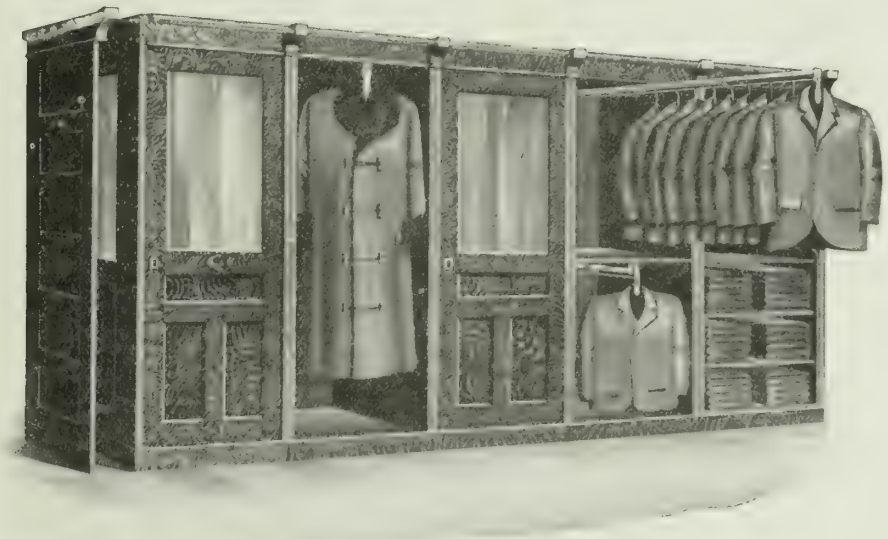
A merchant should also see that all his policies are concurrent, that is, the policy wordings on building, stock and fixtures should all read identically the same, thus saving time and money in case of loss.

The Insurance Agent.

It is often a poor policy to place your insurance business with any person other than a man who makes insurance his sole business, as a lawyer, postmaster, or some so-called good fellow who does a little of everything, cannot give your business the attention it deserves.

A man may be launching out into business for himself and have all he owns invested therein, but instead of using the same amount of care placing his

Build up Your Business by the Jones Unit Wardrobe System



The Jones Wardrobe, Style A and B.

THE UNIT WARDROBE.

The only system of storing and displaying clothing that has stood the test of long usage.

The Jones Unit Wardrobe with the Bates system of carriers and hangers, saves the greatest amount of space, stores the most garments, and allows a clerk and customer to every size or style carried in stock.

Made in Double Deck, Style A, or Single Deck, Style B, to be placed against the wall ; or Single Deck, Style C, for centre of floor.

Built in Units, so that one or more sections can be purchased at one time, and be added to as your business increases, which is certain with this system.



The Jones Wardrobe, Style C.

SEND FOR CATALOGUE D.

JONES BROS. & CO., LIMITED,

Wardrobe Builders,

29-31 Adelaide Street West, TORONTO, ONT.

insurance as he would in other matters, he gives his insurance to some great friend to place for him. As a rule, this friend knows very little more about the important points in a policy than the merchant himself does, and the result is, he does not secure a proper covering. A fire comes unexpectedly, he loses everything, and his efforts to make good for several years amount to nothing, simply because he did not have a man qualified in this particular line of business to look after it for him.

Specification of Goods Covered.

When placing insurance on goods it is always a good plan to specify merchandise of every description as well as stating the principal articles of merchandise covered. In case some of these articles are omitted from the latter specification they could be classed under the former.

Further Insurance.

Further insurance permission should be stated on the policies when other insurance is already on, or permission authorized for further concurrent insurance if it is thought additional insurance will be placed at some future time.

The New Shirtings for Fall

Imported and Domestic Fabrics — Manufacturers Busy — Travelers Booking Sorting Business for Mid-summer Delivery and Fall Placing

Travelers will be starting on the road shortly with representative lines of men's fall shirts. More comprehensive and varied ranges than ever will be shown to the trade in the new sample assortments.

High-class makes of French cambrics in a large range of qualities, English and other Oxfords, as well as best known Canadian lines will be featured. Scotch madras, Ceylon flannels and novelty Orient flannels in many designs and introducing new patterns are included. A full range of fancies in prints and representative novelty fabrics both domestic and imported will be placed before the trade for early selection. Numerous new cloths import patterns and suitable to Canadian trade promise well. Canadian prints are well represented.

Dress shirts, all soft front and pleated front makes are made in coat style with cuff attached.

Patterns for Fall will be mostly light grounds with stripe or figured designs. Throughout the different pattern books navy and light blues are prominent. Although this is evident in most lines represented it is stated in some instances by manufacturers that the coronation demand is apparent. These manufacturers have been influenced in placing such features before the merchants anticipating the Fall run on particular patterns.

Manufacturers state that at present it is almost impossible to keep up with the demands. It is maintained, however, that factories have given better deliveries than usual on the Spring lines. It is expected Fall deliveries will show an improvement.

Authorities state that there will be an increased demand for stiff fronts with shorter bosoms for Fall wear. These lines have been dormant for some time, but are likely booked for a revival in all of the stylish fabrics and designs.

Opens 3 Stores in 5 Years

Milton J. Dedman Borrowed Money to Start Business With — He Paid It Back in Five Months — Recently Opened Men's Wear Store

FIVE years ago on the 16th of January last. Milton J. Dedman, 18 years of age, resigned from the staff of F. W. Rathbone, men's furnisher, Toronto, with the object of starting in business for himself.

He purchased his stock with money borrowed for a period of 12 months. During the first year's business he did some strenuous work. He had no clerks, so he solved the help problem by taking his meals in the store. He was on duty from eight in the morning until 11 o'clock at night. Five months after starting he paid back the money he borrowed, and 13 months later he opened a second store. He operated both successfully.

But Mr. Dedman did not stop there. On the 1st of March last, he opened his third store. This is on the corner of Queen and Brock Ave. He declares that there is nothing to beat it in the city, and in it he certainly has some excuse for pride. It has a total frontage of 113 feet, 25 feet of which is on Queen street. Eighty feet of this dimension is used for display windows, 20 feet being on Queen street and 60 feet on Brock Ave. The Queen street windows have a depth of 5½ feet while the others are 2½ feet deep. They are enclosed in solid oak. Prism lights crown the entire length of display windows and serve the interior most satisfactorily. With a front such as this, the store presents a very attractive appearance in the daytime, and at night 11 powerful gas lamps, of modern make, placed immediately above the windows have a distinct advertising value. His windows are in fact, his sole medium of publicity as his business is largely of a district character.

The entire store is finished in solid oak. It has a beamed ceiling and the walls are covered to match. Six glass salesmen counters are extended along one side of the store to serve the neckwear, shirts, gloves, hosiery, etc., while down the centre are six circular tables upon which are displayed men's and boys' clothing and fabrics for the ordered clothing section. This latter is a new departure which has been immediately successful. At the rear of the store is a case for men's hats, and here there is an entrance from Brock Ave. The accompanying cuts give a good idea of the arrangement and display facilities.

Mr. Dedman attributes his success to hard work and cash. He made it a rule to eliminate all credit from the start. The men's furnisher who does this, he says, places himself in a position of distinct advantage. In his new store it is his intention to specialize in high-class men's wear lines, while in his other stores he is paying more particular attention to the so-called medium trade and popular prices.

Three stores in five years is not a bad start for a young man 23 years of age.

Begg & Shannon, men's furnishers, Hamilton, recently moved into their enlarged and remodeled store. Boys' clothing and furnishings is a new department.



IT KEEPS YOU GUESSING

to distinguish between real linen and

"CHALLENGE" BRAND
Waterproof Collars and Cuffs

The advantages that go with the "Challenge" are so many that you can secure the custom of your best trade for them when the one point of appearance is satisfactorily settled.

THEY LOOK LIKE LINEN

and have no odor. Worn edges and split button-holes are unknown with "Challenge" goods, and the laundry charge is eliminated. *The styles are closely followed.* Their excellence makes trade—

"CHALLENGE" BRAND
Collars and Cuffs

THE ARLINGTON CO. OF CANADA
LIMITED
54-64 Fraser Ave. - TORONTO

STOCK CARRIED BY FOLLOWING AGENTS.
ONTARIO—J. Chantler & Co., Toronto.
EASTERN—Duncan Bell, Montreal.
WESTERN—R J Quigley, 212 Hammond Block, Winnipeg.

The most finished expression of the Modern Art of Fine Tailoring is shown in the Cut, Finish and Materials of

PICCADILLY BRAND.

Clothing for Men, Young Men, Boys and Children.

Look at the samples when our representative calls upon you, or call at warehouse when in Toronto.

H. E. Bond & Company, Limited
MANUFACTURERS
Cor. Wellington & Simcoe Sts., Toronto

New Departure
FROM
Manufacturer to Dealer

We have changed our policy of 15 years and will now sell direct to the retailer the celebrated collars, shirts and cuffs, bearing our brand.

AUSTRIAN M.J.L. MADE

We will carry a stock by beginning of May at Toronto, under the management of

MR. GEORGE LIVINGSTON
28 WELLINGTON ST. W., TORONTO

Personal attention will be given to every detail of your orders and your needs will be studied most carefully.

Our styles are authoritative and our prices make our lines of exceptional interest to the dealer.

MESSRS. M. JOSS & LOWENSTEIN,
Prague, Austria.

Orders for import shipments handled as usual.

Write for Particulars to Toronto Representative.

Display that Brings Results

Trimmers should Avoid Confused Effects--- An Art in Simple but Telling Arrangement--- Striking Examples.

Trimmers of men's wear window sometimes overlook the importance of simplicity in their displays. Windows are often arranged with the idea of selling certain lines rapidly yet the purpose is entirely defeated by the confused effect. Display windows are intended for advertising purposes, but when they handicap the individuality of the goods they fall short of the mark.

There is an art in simplicity which must be cultivated by the trimmer who would be successful. The window shown on the cover of the Men's Wear Review is a good example. Here only two lines, neckwear and shirting are very effectively grouped. There is a something in this window which invites inspection, and which contains nothing to detract from the desirability of the goods. It is anything but a fussy window and therein is its value as a display of classy men's wear.

Exclusiveness, as well as individuality, stands out prominently in such a window. It is far more likely to impress itself upon the mind of a prospective buyer than a display in which the selling merit of different lines is lost in massy or conglomerate arrangement.

An examination of this window will reveal the fact that fixtures do not obtrude unnecessarily, but are almost entirely concealed by the very graceful arrangement of the goods. It was such a window as this which recently sold five dozen neckties in three days. Had it combined other articles to any extent or if it had given a confusing array of neckwear, it is safe to say that the sales record would have fallen far short.



Suggested unit for Easter men's shirt, collar and neckwear display, by Warren Andrews, with Anderson Co., St. Thomas.

Review Awards Gold Medal

Winner is Jas. McNicholl, with Richard Hall & Son — Awards in Monthly Competition Since December.

Jas. McNicholl, trimmer for Richard Hall & Son, Peterborough, has been awarded the gold medal in the Review's window competition for the year 1910. This medal is won each year on points scored in the monthly contests. Mr. McNicholl's score of 20 points was the highest. A cut of the gold medal will appear in the mid-month number of the Dry Goods Review.

In this competition inaugurated by The Review two years ago, two cash prizes are awarded monthly for the two best windows entered. Five points are allowed on first and three points on second places each month, and the trimmer scoring highest at the end of the year carries off the medal.

Following are the winners in the monthly competitions since and including December last:

December—1. E. K. Dallimore, with J. M. Hickey, Toronto; 2. S. Hursh, with McCurdy & Co, Sydney, N. S.

January — 1. J. R. Coulombe, with Murphy, Gamble & Co., Ottawa. 2. Warren Andrews, with the Anderson Co., St. Thomas.

February 1. C. B. Morden, with Stanley Mills & Co., Hamilton. 2. Warren Andrews, with the Anderson Co., St. Thomas.



Simple, but effective, unit display for men's clothing to be incorporated in Easter window By Warren Andrews with Anderson Co., St. Thomas

You will sell more

Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908
Beware of Infringements

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order.

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street BRADFORD

Trade Mark Helps to Maintain Standards

Brands Represent Quality, But Retailers do Not Always Appreciate that Fact—Many Good Lines that Are Not Branded—The Advantage of the Trande Mark in Advertising—Abuses Which Prove its Value—The Proper Retail Attitude.

THE question has sometimes been raised whether retailers give sufficient attention to advantages possible in merchandising trade marked lines.

Trade marks are practically guarantees of standard values. Brands stand for the manufactured quality, value and maintenance on the part of the manufacturer of those standards. Therefore, the trend is not down to a price but "up to standard." It is stated that well-known mills could have increased orders 25 to 50 per cent. in many instances, if prices shown had met the qualities offered or the tendency been to ignore the standards by meeting competition. Therefore, it is shown that manufacturers do maintain the standard represented by their "trade mark" consistently and without regard to competition or lessening influences.

Such standards of excellence are necessarily well advertised by the manufacturer and merchants who advertise well-known brands are simply using the merit of the manufacturer's advertising and the understood guarantee of the "trade marked" standard.

Actual Experience Generally Tells.

Take for instance the question of values. Samples shown may excel the "trade marked" line in value but quality deliveries may not be "up to sample." Retailers only find out by actual experiences in what inferior standard means. Some years ago, merchants were shown nice samples by comparatively unknown so-called foreign manufacturers who gave no guarantee of practical delivery or maintenance of standards. Other concerns made a practice of selling merchants one year with no intention of calling the next season and filled the order entirely without regard to ever selling them again. It was evident from values shipped that certainly they need not call again.

"Trade marks"—as they are understood, stand between the manufacturer and merchant, as well as overcome such conditions as described. Merchants, therefore, should respect the "trade marked" lines more than is evidently done.

Values Maintained under "Trade Marks"

Contrary arguments may state that the same lines are sold with and without the trade mark. In many cases however there is a decided lessening in value. Other cases are cited where the wholesaler is offering the identical lines without the trade mark and the claim made that such lines sell just as well. Financial conditions or sentiment are the only reasons for such argument. Values are not changed. All things being equal, some merchants wisely take advantage of the "trade marked" lines, both for display, advertising and mutual benefit. It is using the asset of the "trade mark" to advantage in merchandising.

Glancing through the "knit goods" stock it is surprising the number of lines, which are "trade marked" and have become so staple that the "trade mark" has almost been lost sight of. Nevertheless the selling advantage of the particular line in question is admitted and merchants are simply trading on "standard value" consistently maintained by the manufacturer.

It is well understood that in most towns merchants cannot consistently handle several lines of underwear. Some stores, by handling two or more do not always become recognized as headquarters for particular lines. The jobber's ideal is to have one firm in a town handle his "trade marked" line and to have merchants boost by advertising in conjunction with manufacturer's advertising.

Merchants cannot always blame buyers' mistakes on the manufacturer in case some lines stocked are not successfully sold. On the other hand, the moment a merchant changes his line the advantage of advertising done on such line is lost or open to the use of the opposition stores in case they decide to stock the make. Such decisions are usually followed by strenuous advertising policies.

Abuses Impair Trade Mark Values.

Large retailers are sometimes enabled to use the standing of trade marked lines to different advantage than suggested or intended by the "trade mark." Merchants can easily recall many instances of infringement of this kind.

"KING EDWARD"
SUSPENDERS
Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Another problem that manufacturers have to contend with is the use of their lines at reduced prices, as a retail drawing card. Merchants, however, generally adopt such methods quoting an advertised price less than the usual fixed price in the minds of customers. If manufacturers did not adhere to values and aim at high standards in trade marked lines such practice would not be usual. As it stands it is certainly an argument in favor of trade marks.

Repetition of such schemes by the retailer tend to impair the value of the trade mark. Manufacturers are certainly not to blame. It is the retailer who, by filling his market through cut-price merchandising, runs the risk of causing next season's trade to become stagnant.

Control Territories if Feasible.

That merchants should adhere strictly to "trade marked" lines does not necessarily follow. Many manufacturers are not sufficiently established to warrant trade marking their lines. Other makers are selling their output under a wholesaler's brand. Specific cases are cited where "trade marks" are confined to district limits and the entire output of a mill controlled by one buyer. Nothing, however, deters a manufacturer from selling any surplus under another "trade mark" or even without a brand. That large retailers, who confine lines, realize the advantage of "trade marks" is evident by their demand for stated territories, and merchants, generally, throughout the country would do well to adopt similar methods.

Consider New Lines on Standard Basis.

New manufacturers, too, have started on knit goods lines and althought it is for the merchant to make the decision, orders should not always strictly be confined to "trade marked" lines. The retailer should confine "trade marked" lines, but keep stocks assorted by adding lines, which, in his decision, merit display. Such lines sooner or later will be "trade marked" because of standards maintained. Merchants will ultimately benefit.

By this method the knit goods section will represent and measure up to certain standards aimed at by the manager of the department. Undoubtedly the bulk of the retail demand is on the basis of "trade marks" and consumers are educated to expect the maintenance of department by the retailer, "up to standard" is the demand of the customer both in value and in department merchandising.

Complaints are often heard from customers of the inability to secure lines to match those bought in previous seasons. Such conditions are brought about by unnecessary changing of makes on the part of retailers. Consistent retailing of well-known lines tends to overcome conditions of this sort and builds up the department on broader lines, as well as retains customers from year to year.

Many instances of the necessity for consideration and decision in buying knit goods lines will be forthcoming in placing the Fall orders. Buyers, who are satisfied with their lines as stocked cannot overlook the strides of improvement noted in the samples shown. This is particularly evident in knitted coats and such novelties, in fact no article of apparel but is now shown in knit weaves. See the new lines, and their adaptability to location or demand is soon decided.

Trade in London Week.

Sixty-two London (Ont.) merchants in practically every line of business recently made arrangements by which every visitior who purchased goods to the amount of $20, had their return fare paid on any railroad for a distance of 65 miles between April 6 and 8. It was "Trade in London" week. Those coming from a greater distance had an amount covering 65 miles given them.

Each person purchasing goods to the amount of $20 received a receipt from the merchant. The receipts were presented to a refund clerk in the Home Bank where the amount of the fare was paid.

The scheme was never given a general trial in London before, though in use at times by individual merchants. The amount of purchasing done in Detroit by London people during the week-end excursions in the summer has been a source of resentment among local merchants. The excursion fare on these occasions, and on those occasions when lodges and clubs run excursions, has been $1.45, though it is to be increased this year. It was reported not long ago that Detroit Board of Trade was paying the railways a sufficient sum to enable them to give this very low return fare.

If the "Trade in London" week is as successful as anticipated, it will be repeated four or five times a year, if not every month.

"IMPERIAL" BRAND CLOTHING

For MEN and BOYS

WE have removed from 33 Church Street to our new premises at 217-219 RICHMOND WEST, Cor. Duncan Street. We have 20,000 square feet of space in this large modern building, and will have our manufacturing plant all under one roof. We are now able to give you better service, and all orders will have our personal supervision. We expand with the country. It will pay you to wait for our travellers, who are now out with Fall samples.

217-219 Richmond St. Imperial Clothing Mfg. Co. TORONTO

Help Make Your Town a Business Centre

Business Men May do Great Deal to Advance the Position of Their Locality — Lethargy at Home Often Explains the Success of Outside Competition — Notable Example Showing What Co-operation Will Do.

MERCHANTS who have found it necessary to investigate the causes of general lethargy in towns where they are doing business, have found that the civic pulse required a tonic, that streets were not properly cared for, that improvements calculated to place the town in modern class were neglected. In short, those things that tend to boost the town in the opinion of citizens and outsiders were often ignored entirely. As a result, much business has gone to large city stores.

There are many towns throughout Canada which owe their advanced position to the united efforts of its business men. Under this impulse these towns have stepped out in advance of others in which public spirit was dormant. They have converted into value their natural resources, they have made local advantages apparent to manufacturers, to merchants and to probable residents, and induced a growth that was deserved. They have not waited for the merely natural development.

Towns, such as these, are noted to-day for their thriving industries, their up-to-date mercantile establishments where stocks suffer nothing in comparison with those of the large city stores, their comfortable homes, and that general spirit which indicates that the place is keeping pace with the progress of the times..

It is Good Advertising.

The business man who is not doing his share of boost in behalf of his town is blind to one of the most important elements of good advertising. A machine, to do its best, must have all parts working in unison. In a municipality, the machinery may be the few men elected from year to year as aldermen, councillors or trustees, but the responsibility of the business man, who still has the valuable point of view of the onlooker does not cease. There must be co-operation all along the line.

Boards of Trade, Merchants' Associations, Civic Leagues, in which women as well as men have active membership, have done wonders in giving to their towns a standing among the best. In many cases the success of one merchant along lines which have ignored the rut of self-satisfaction, is strikingly suggestive of what might be accomplished with united action.

Help Solve Mail Order Problem.

This question of broader interest than that confined by the four walls of his store is more closely allied than many merchants supposed with the problem of long-distance shopping.

"If merchants would keep their town from going to the city to market," remarks 'Business and the Bookkeeper,' in an article on this subject, "then they must look not only to the stock they carry, but to the making of their local business centre attractive in appearance."

An instance of what can be done is furnished by Chariton, Iowa, which has four thousand five hundred population, is a railway division point and the centre of a good agricultural country. Apart from these the town has no exceptional advantages, and the remarkable prosperity of the place is attributed solely to the determination of its business men to make it prosper.

Comfortable for Farmers.

The town is the county seat, and the business centre is built on a square. About the court house is a well-shaded and grassy park, surrounding which is an iron hitching fence, while underneath the trees are a number of substantial benches. It is a most inviting spot for people driving into town. A long step forward was taken when the driveway between the park and the stores around the square was paved. The bigness of this square gave the town an unkempt appearance. In summer it was a mire of dust which blew in clouds into the stores. The pavement was such an advantage that several additional blocks were laid along the main streets.

The pavement had to be kept clean, so the women of the town called a meeting of their Ladies' Improvement Association and decided to hold a "Booster Day" celebration. By this means, enough money was raised to buy a street sweeper and hire a man to operate it.

Street Lighting Free.

Prior to this a new system of electric lighting had been installed. The town owns its electric light plant, making it a *real* public service corporation. As practically every business house and dwelling uses an abundant supply of the municipal electricity the plant could easily afford to furnish the power for the street lights free of cost. This it agreed to do, also offering the country free service if it would install lights within the park surrounding the court house. The opportunity was gladly accepted. These electroliers are handsome, ornamental pillars finished in bronze and supporting a cluster of five lights, each of the five having a one-hundred watt Tungsten light covered with a frosted globe. The cost of each electrolier is $56.50.

Not content with this improvement in the lighting and ornamentation of the town, ten more lights were later placed, a half a block apart, along the paved street which leads to the railway station. The expense of the installation of these being divided equally between the railway company and the citizens owning the property along the route, while the municipal electric plant furnishes the power. It is evident the time is not far distant when the whole town will be given the same service, for many of the citizens have already offered to install the lights in front of their residences.

How the Ladies Help.

Nor has this community of forty-five hundred people neglected the comfort and convenience, in more intimate ways, of the wives and children of its many rural patrons, and here the Ladies' Improvement Association again shows its loyal support. The

For
Rough Wear
or outing use, no shirt will give the same satisfaction as
THE
DEACON SHIRT
For Men and Boys

You will be a wise drygoodsman if you are ready to meet the demand of this trade with the "Deacon."

The "Deacon" is made of the toughest known shirting, cut roomy for comfort, and double-stitched throughout. All buttons are strongly sewn on.

Give the "Deacon" prominence in your store. There is a steady year-round demand for these goods. See our new range.

THE DEACON SHIRT COMPANY
BELLEVILLE, - - - ONTARIO

A STEADY DEMAND
IS READILY WORKED UP FOR



BOYS' BIG BLOOMER PANTS

Prices from
$6.00
to
$18.00
per dozen.
All correct patterns.

Prices from
$2.25
to
$6.00
per dozen.
for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.

"The Jackson Bloomer"
LION BRAND

Special Facilities for Mail Order Business.

The JACKSON MFG. CO., Clinton
FACTORIES AT CLINTON, GODERICH and EXETER.

organization has the use of a large room in the court house, which it attractively furnished with necessary conveniences, and where are made welcome all the women and children from out-of-town. Here tired mothers may refresh themselves and their children and then read or take a nap while one of the ladies of the association cares for the children and gives them toys with which to play. A different member of the organization is in charge of the rest room each day, and the roll is long enough to prevent the burden falling heavily on any one.

Many small towns make a mistake in failing to see the intimate relation that should exist between local resources and local mercantile activities. The prosperity of this town has been due largely to the surrounding farming community, and the business men, conscious of this, have not only increased the attractiveness of their town to the farmer, but do all in their power to aid him in the disposal of his crops and live stock. Just at present they are working for a new line of railway that will give fast connection with three large cities.

Public Well Educated.

Some might think the new railway would tend to work against Chariton being able to hold its own when the increased facilities for travel offers the nearby cities better opportunities for competing with the local business houses. But the town has been too long and too busily engaged in educating its public to a knowledge of the fact that the home business centre carries goods of the same make they would find in the city. The merchants believe in advertising, for they support two newspapers which circulate through all the neighboring territory. They know the value of sales and the very human inclination to be impressed with offers of bargains—and above all things the town is clannish and people are not encouraged who at some time have chanced to show an inclination to trade elsewhere.

People are Clannish.

In this latter connection it is worth the space to tell of an experience the wife of one of the professional men of the town had some time ago. The whole matter hinged on what appeared to be her fixed purpose to buy hats out of town. The first time she appeared with new headgear, being a recent arrival, no hostile interest was evinced, but with the following season, when yet another new hat made its appearance, she began to notice that some of the women with whom she had become associated in their various societies and organizations were a trifle strained in their manner toward her. Upon investigation she learned that it had become known she was getting her hats from out of town, and it was only after the innocently offending one had explained to these loyal women that the hats were presents from her mother, who ran a millinery establishment in a place many miles away, that cordial relations were restored.

Tht solidity is the outcome of resourcefulness is well illustrated by the fact that when the First National Bank of Chariton failed for one million dollars three years ago, the town did not even receive a temporary setback. Since then, town lots have doubled in price, farms have increased almost equally in value, the town has three banks, and deposits have advanced enormously.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

Be Prosperous — Start 1911 on the Right Road

Never in the history of advertising was there such a success—such a producer of business as our Successful Special Sale System. Our plans will assist you to do Three Months' Business in Ten Days. Investigate our proposition.

The Only Successful Special Sale Promoters.

FRED W. WEBER & COMPANY
427 East 47th Street, . Chicago, Illinois

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

L. BAUMANN & CO.

359 W. Chicago Ave. CHICAGO

Largest Importers and Manufacturers

Send for Catalogue R

Ideas That Are Worth While

Dry goods stores carrying a well-assorted stock of stationery, advertise that department in April. Some stores show their ability to attend properly to wedding requirements, cards, etc., in a novel manner. They use a sample invitation, requesting the privilege of giving expert advice and quotations on necessary forms for any occasion.

Proper type and setting, as used in wedding or reception invitations, which appear in the advertisement. Customers are interested by the authoritative sample shown.

* * *

Merchants take advantage of advertising interest created by musical or theatrical events. Announcements follow the successful appearance of the prima donna, choir or company. Popular music is also turned to advantage in display lines and editorial matter. One firm made use of the caption of the song, "Every Little Movement," in showing the improvements about to be gained when their new building is completed.

* * *

Retailers have found that much attention is paid to mailed special advertising. Suburban residents are reached in this way who otherwise would not receive an announcement. Distributors possibly overlook different homes on their route and the names of any customers complaining are added to the mailing list.

* * *

Merchants find it advisable to sign important advertising in order to suggest more personal appeal or to give added weight to unusual announcements of changes or improvements.

Individual signatures may thus be associated with aggressive or forward policies, and customers are more impressed by the appearance of the name as compared with the usual name-plate.

* * *

Another use of the coupon is in directing business to the rug section of the home-furnishing department. Merchants include a printed slip in the April housecleaning announcements. Each slip is worth $5 on particular days to customers purchasing a rug at $25 or over.

Usually customers buy a much better rug if salesmen are efficient, and generally customers looking for a $25 rug can be persuaded to buy one with more margin of profit. Slow sellers are often sold in this way.

Coupons are printed to represent actual money in appearance as nearly as possible.

* * *

It is one thing to have a motto for a store and another thing to live up to it. Many Canadian merchants have adopted so-called trading slogans, and in the majority of cases they mean just what they say as regards goods and service. A good motto, one that "fits well in the mouth," and means something tends to keep the store and its staff attuned to high standards. It is one way of inspiring confidence.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

Buttons! Buttons! Buttons!

Are you looking for up-to-date novelties? We are specialists in Ivory, Pearl, Metal Covered and Fancy Buttons, Paris and New York designs, suitable for the manufacturing trade. Will gladly submit samples.

Embroidery and Braiding

Machine and hand work. Write us for particulars.

A. WEYERSTALL & CO.
145 Wellington St. West, TORONTO

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

Axminster Squares and Mats

The old reliable firm, Horm, Patz, Celsnitz (Saxony) now carries stock right here in Canada. Newest and highest novelties in Designs.

Designs and price list cheerfully submitted.

OTTO T. E. VEIT
Wellington Street West, TORONTO
Show Rooms:—726 Empire Building.

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers. Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade.

The G. A. Tranter Co.
Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
31 JOHN N.B. HALIFAX, N.S. LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

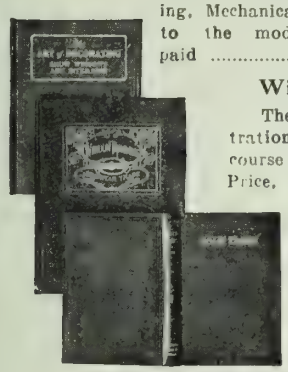
19 Passage des Petites Ecuries, - Paris, France

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

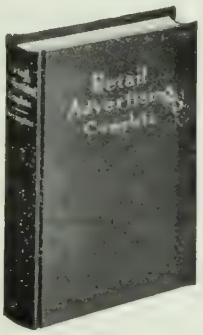
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

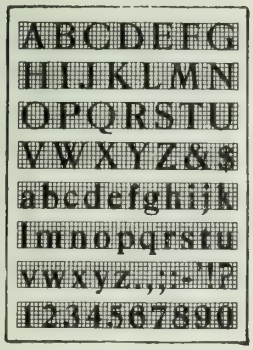
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



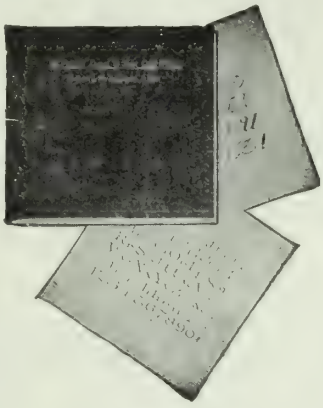
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



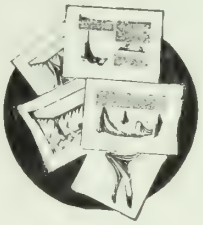
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

FRIED, GRILLS & CO. HAVE THE LATEST.

Fried, Grills & Co., Toronto, whose hats for men, boys and children are one of the best indices to the latest style that is possible to obtain in the matter of headwear, are now showing those very smart blacks which conform so well to the latest word in men's clothing. While English styles in clothing are now pronounced to be the thing for the coming season, it is on modified lines that they will have their greatest acceptance, and this is the idea represented by the new derbies shown by this house. These hats will be in demand for the present season and will also be strongly featured for Fall. In addition to their derbies, Fried, Grills & Co. have an extensive range of soft hats in the new pencil-brim telescopes in steel greys, pearls, cedarine and other fashionable colors. These hats have been a remarkable success and promise well for the Fall. Scratch-up troopers and fedoras are also featured and one of the novelties which seems to find favor with the best class of trade is a genuine velour which, though higher-priced than the so-called velour of the past season, is excellent value from the point of style and quality.

Caps and straws of all kinds form a large part of the stock carried by this house, and here, as in other departments, the greatest possible emphasis is placed upon style values.

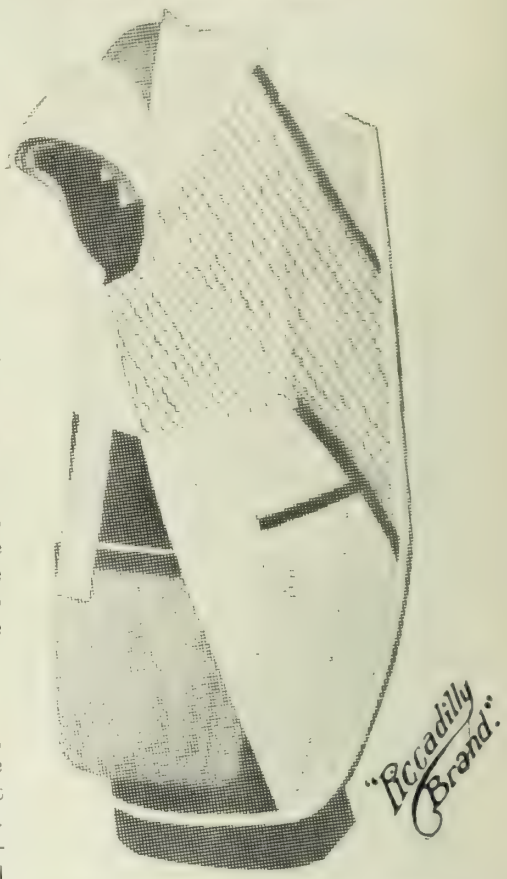
If there is anything new in the world of hats, Freid, Grills & Co. are showing it, and this fact is entitled to the appreciation of the progressive hat dealer.

HELPING THE MERCHANT TAILOR.

The Francis Godfrey Co., have opened up a tailor shop in King Street, Toronto, with the object of helping general merchants and merchant tailore throughout the country in handling orders for men's tailored garments that they cannot execute themselves owing to scarcity of help. They do not compete with the tailor but simply make up for the better class trade and are in the same position to the merchant tailor as the wholesale woolen houses are. They ask the tailor to make what he can himself and permit them to help him out with the balance. They always have a full staff of skilled labor and have kept many merchants in business who would otherwise have trade to give up owing to scarcity of help.

NEW DYE HOUSE.

The Chipman-Holton Knitting Co., Hamilton, are adding a new dye house to their plant which will give about 8,000 square feet extract floor space. The new building is of brick and concrete, one story high with gabled roof. Latest machinery for dyeing and handling the goods with the least amount of trouble and greatest saving of time will be installed. The new structure will be ready in time to dye next Spring's output



This illustration shows the interior or hidden construction of Piccadilly Brand Coats and why they hold their shape.

CONTENTS

Clothing Styles for Fall 143
Display That Brings Results ... 162
Neckwear 146
Make Your Town Good Business Centre 166
Hints to Buyers 170
Hats, Style Changes in 148
Opened Three Stores in Five Years 156-160
Overcoming the Help Problem 154
Planning Insurance 158
Show Cards 152
Value of Trade Mark..... 164
Woolens for Fall 154

ALPHABETICAL INDEX

Aslington Co. 161
Bartell Patent Pocket Co. 155
Berlin Suspender Co. 164
Bond & Co., H. E. 161
Bradford Dyers' Association 163
Buyers' Guide 169
Canadian Converters Co., Ltd.... 151
Cash, J. & J., Ltd. 157
Cravanette Co., The. 157
Halls, Limited 171
Hyman, Jas. 153
Imperial Clothing Co. 165
Jackson Mfg. Co. 167
Joss & Lowenstein, M. 161
Jones Bros. & Co., Ltd. 159
Matthews Towers & Co. 142
Parsons & Parsons 163
Silks Co., Limited 149
Tooke Bros 172
Sword Neckwear Co. 145
Williams, Greene & Rome 147

You Can Guarantee These Suspenders

Because the ALL-FABRIC "CHESTER" will back up as strong a guarantee as any reasonable man will ask for.

You can get a strong seller and a big seller when you stock the

Canadian Made All-Fabric

CHESTER SUSPENDERS

Here's one point—the "stretch" is in the back where it is needed. There's no strain on the edges of the button-holes.

Patented **fabric ends,** chemically toughened wear points, and solid woven inserted back buttonholes are features that bring back customers "for another pair of those good suspenders."

You don't have to sell them. **Just show them.** They will sell themselves.

Send for a sample dozen. $4.25 for the semi-elastic model—$4.50 for the all-elastic. Order from our factory or from the Winnipeg Warehouse.



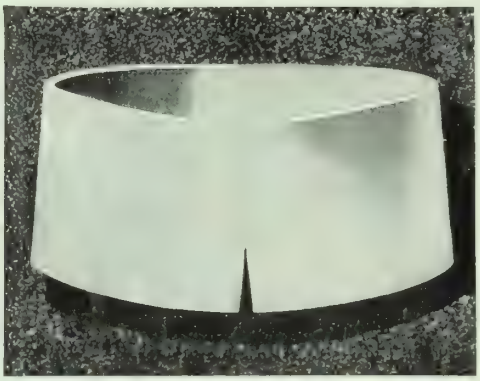
HALLS, LIMITED

Manufacturers

BROCKVILLE, ONT.

FULL STOCK CARRIED AT OUR WINNIPEG WAREHOUSE, 148 PRINCESS ST.

TOOKE
FOUR-PLY COLLARS



HERALD SQUARE
Close fitting, with the popular square corners. Heights: 1½, 1⅞, 2, 2⅛ inches. In quarter sizes.

To Retail at 2 for 25c.

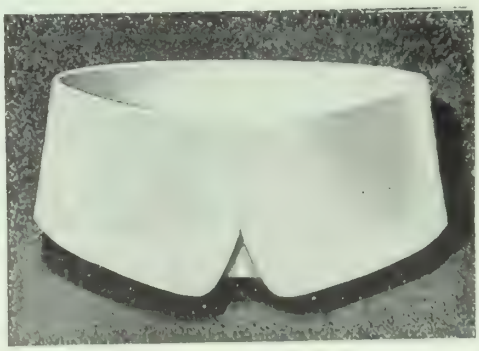
THEY FIT

These new 4-ply 2 for a quarter collars enable you to give your customers better collar value than they can get in any other brand, and at the same time make for yourself a most satisfactory margin of profit.



CURTISS
Close fitting—will stay close. Heights: 1½ and 2 inches. In quarter sizes.

Styles are new—shapes are catchy, as these illustrations show—you get them in four-ply at $1.00 a dozen—the materials and workmanship are first class, and they are *"Made in Canada."*



MONOPLANE
A distinctive shape. Close fitting effect, with plenty of tie room. Heights: 1¾ and 2 inches. In quarter sizes.

Tooke Soft Collars

with or without ties to match, are going to be great favorites this summer. Our range of shades and patterns is superb. *Better get your orders in now.*

TOOKE BROS., Limited
Montreal

Manufacturers of Shirts, Collars, Cuffs, Neckwear and Importers of Men's Furnishings

CAMPBELL'S LINEN THREADS

WHETHER for household or for manufacturing purposes CAMPBELL'S LINEN THREADS are the most satisfactory to handle; our steadily increasing sales are witnesses of their popularity. They are uniform, strong and smooth, and are made solely from the finest quality flax.

You will be pleased with the prompt delivery.

ALL LEADING WHOLESALERS STOCK CAMPBELL'S THREADS.

AGENTS FOR CANADA

John Gordon & Son

Toronto Montreal Winnipeg

To the Trade April

DRESS GOODS

We realize the importance of having a fully-assorted stock at this season of the year, when so many merchants are getting short of the leading lines, for the Spring season's business.

You will see from the stock in our warehouses and samples in the hands of our travelers that we have brought into being a state of affairs not in existence with us heretofore. We are confident that our position in *"dress goods"* at present is worthy of your consideration.

The following are the leading textures and shades in demand at present:

Textures

Homespun, Bannockburn Tweed, Pencil Stripe Suitings, Worsteds, Broadcloths, Panamas, Coating Serges, Cheviots, Bengaline Stripes, Jacquard Weaves, French Flannel, Wool Cashmeres, Lustres, Taffeta and Satin Cloths, Silk and Wool Poplins, Figured Silk Eolienne, Silk and Wool Crepe de Chene, Silk and Wool Voiles and Marquisette, Foulard Silk, Delaines in Silk Stripe, Floral, Spots and Sprays.

Shades

Cream, Panama, Reseda, Anemone, Ramier, Tourterelle, Steel, Manille, Platane, Caramel, Violette, Raisin, Serpent, Corinthe, Gobelin, Suede, Cedar, Persan, Mode Rose, Castor, Mousse, Ivy, Scabieuse, Amethyst, Bronze, Havana, Maduro, Sevres, Gendarme, Vulture, Vert, Rubio, Navy, Black.

NOW IN STOCK

John Macdonald & Co., LIMITED

TORONTO

Please mention The Review to Advertisers and Their Travelers.

Dry Goods Review

MID-MONTH ISSUE

Vol. XXIII April 15, 1911 No. 8.

1 MILLION
NATIONAL CASH REGISTERS
IN USE ALL OVER THE WORLD



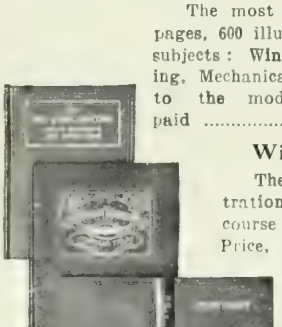
"SUCCESSFUL MERCHANTS PUT A RECEIPT IN EVERY PARCEL".

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

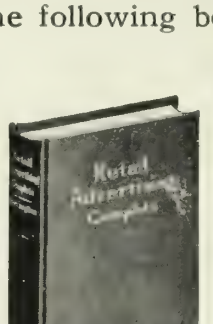
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

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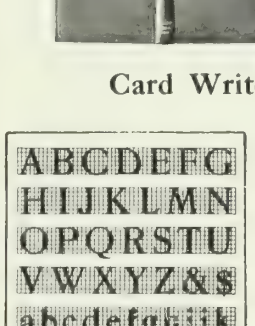
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



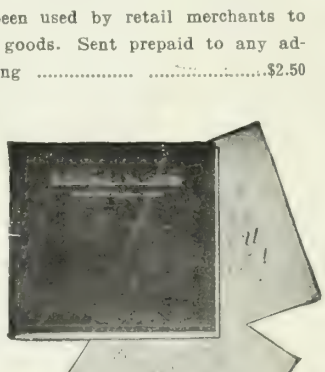
Retail Advertising Complete

This book covers every known method of advertising a retail business: and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



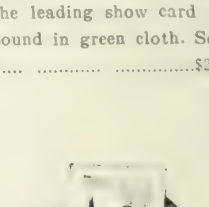
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 15th of each month.

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April 15, 1911

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Cable Address:

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CHIEF OFFICES:

CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - H. Hodgson Room 11 Hartney Chambers

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Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

A Change Affecting Canadian Millinery Review.

THE Canadian Millinery Review which has been issued as a separate publication for about two years, will henceforth be incorporated with the midmonth number of The Dry Goods Review.

This change is made not because of any lack of appreciation on the part of the Canadian retail millinery trade. The subscription lists of The Millinery Review show that fully 90 per cent. of the millinery stores and departments in Canada are bona fide subscribers.

So far as the retailer is concerned, The Millinery Review seemed to meet an immediate need. To its readers a service in every sense as good, and in some respects better, will be given through the midmonth number of The Dry Goods Review which will now be sent them in lieu of the millinery paper. Such departments as dress accessories, fancy goods and ready-to-wear garments, which are always strongly featured in The Dry Goods Review will contain much information of direct interest to the millinery department, and in addition to this, the art of display department and general merchandising articles will have broader but none the less practical bearing.

While a good paid-up subscription list is the first essential in a trade newspaper that would serve its field satisfactorily, the revenue from that source alone falls far short, if high standards are to be maintained. In the case of The Millinery Review, the revenue from other sources was, at best, most spasmodic and in every sense inadequate to warrant continued publication as a separate paper.

To advertisers of millinery goods and dress accessories carried in millinery stores and departments the midmonth number of The Dry Goods Review will undoubtedly appeal as a particularly attractive proposition. Not only will they, through it, be placed in direct touch with dry goods merchants from one end of Canada to the other who carry millinery goods in some shape or form, but also with exclusive millinery stores and departments who have always shown a practical interest in The Millinery Review and many of whom have in different ways acknowledged its value as a reliable buyer's guide, and a helpful source of applicable information to the matured milliner as well as to beginners.

Don't Take it for Granted.

AT a meeting of creditors of a retail concern which failed recently, it was discovered that the expense of doing business was about 23 per cent. of the turnover, that the merchant had expended much money during the past two years in endeavoring to keep up appearances, had retained a larger staff than necessary and had, in order to attract attention, concentrated over strongly upon special sales and other superficial means of advertising.

Investigation proved that the turnover was not sufficient to warrant the expenditure for operating purposes, and that, in fact, the merchant himself had but a vague idea of what it was costing him to carry on business. In marking regular lines, he followed the custom adopted for years of allowing about 18 per cent. for expenses. One fact he had overlooked, that steadily changing conditions had more than discounted his estimates as to cost; that keener local and outside competition had necessitated a quicker and more expensive pace; that the town had become more costly to live in. In short, there had been increase all along the line, but the merchant had failed to meet it fully in marking his goods. Though a believer in advertising, and in many other respects a wideawake merchant, he had ignored the importance of systematic analysis of expenditure with the object of striking safe selling prices.

In many towns, merchants have adhered to the same expense percentages for years and have come out to the good, but other towns are so situated that cost of doing business is very deceptive and the merchant must be eternally vigilant. Lack of system is always dangerous.

Recent cases also point to the absolute fallacy of carrying old stock which in the annual inventory were estimated at beyond their present worth, the merchant having anticipated values that were in every sense fictitious. This is a plan which surely courts disaster.

Special sales that have direct advertising value are all right when employed judiciously, and not allowed to detract from regular goods; take-it-for-granted figures are only safe when backed up by a system which speaks the absolute truth, and anticipation is dangerous when it appraises probabilities as present-day facts. With steadily changing merchandising conditions, in which the retailer must have an account of every dollar, these are things which he cannot afford to disregard.

Is Your Advertising Rusty?

A MERCHANT who had very little serious opposition of any kind in his locality only used advertising space in the local paper during certain seasons of the year and then very sparingly, refused one year to consider advertising of any kind. He said he saw no immediate results and that he did not think it necessary. Prior to dropping out he had been induced to take a page space as an experiment, after a great amount of hard work on the part of the publisher, but he gave the latter to understand that if it did not work wonders he would give up advertising altogether and issue a dodger once in a while instead.

The page was run and results were not satisfactory—at least the merchant said they were not. The publisher had exhausted his persuasive powers in endeavoring to get the merchant to use the space in such a way that it would have a direct appeal to the purses of his customers. But the merchant said: "No, these people have got to be told what kind of a store this is," and one-half of his space was used for a general boost for the store, and the other half contained some musty descriptive matter about goods. In the meantime the mail order houses were feeding the people with hot stuff which helped them to place orders right off the bat.

The publisher said to the merchant, "Your kind of advertising is all right once in a while, but you must follow it up with something about values; it is not aggressive enough the way you are going on. When your salesman shows a customer some goods, he emphasizes their desirability in accordance with values. You don't do it in your advertising."

The merchant, however, took his stand by the fact that the people knew all about his goods and prices and that sooner or later they would appreciate him. Just about this time, however, he lost one of his best clerks. The young man caused some flutter by announcing that he was going to open a store in the next block. His former employer predicted failure for him, but the young man went ahead, got his stock, took two more salesmen from his former employer, not because he induced them to leave but because they wanted to go, and opened up on a Saturday. He had used a page in the local paper to announce the opening and he quoted some very attractive values. He had seen where his former employer had made a mistake and each week his advt. was full of real live news. The result was that he drew a large share of trade.

The publisher who tells this story, and who now says the merchants in his town are as live advertisers as any in the country, states that he called upon the older merchant about one month after his competitor had opened up and induced him to again use space. "I think I shall go in for a very dignified stand," said the merchant. "Certainly I shall not adopt the same lines as my young friend. I shall run a series of talks about our reputation, about our development, about the excellence of our goods."

"You will do nothing of the kind," replied the publisher, "You are going to run snappy news about your different lines; use prices frequently to prove them. You will make no statement that you cannot follow up with actual figures."

The merchant agreed to try it that way for a while, and as a result he is now a regular advertiser, still holding the bulk of the locality's trade and his former clerk is doing well too. The merchant who persists in giving his customer the news about his goods will find that advertising pays.

All in the Day's Work.

People appreciate the efforts of the merchant who makes it easier for them to do their shopping. Improved equipment for displaying goods and for serving customers may be relied upon to pay for themselves provided they are properly used.

* * *

"He does not take his own promises seriously" is an opinion of himself which every salesman should guard against. If he aims at high reputation, his word is one of his most sacred assets.

* * *

It is not enough that a young man be satisfied with doing a thing well. Contentment with oneself is a dangerous thing so long as there is any possibility of improvement.

How Would You Reply to this Customer?



Customer—I have never paid that much for a neck-tie. I'm afraid you're too high-class for me. A cheap tie wears just as long as a dear one. I hardly think I'll buy anything to-day.

HERE is a case where a customer has either misunderstood the merchant's emphasis on the words "high-class," or the salesman has failed to size up the customer correctly.

This customer had entered the store with the fixed intention of buying a cheaper article than that shown him. Probably he had never spent more than 25 cents for a neck-tie.

The salesman, in keeping with the standing of the store, had immediately shown him values beyond his customary price limit.

There are people who become difficult when confronted too suddenly with the term "high-class." They have to be brought along gradually. A skillful salesman could probably induce this man to take a better article and convince him that he had gone to the right store to buy his neckwear.

How would you handle this situation?

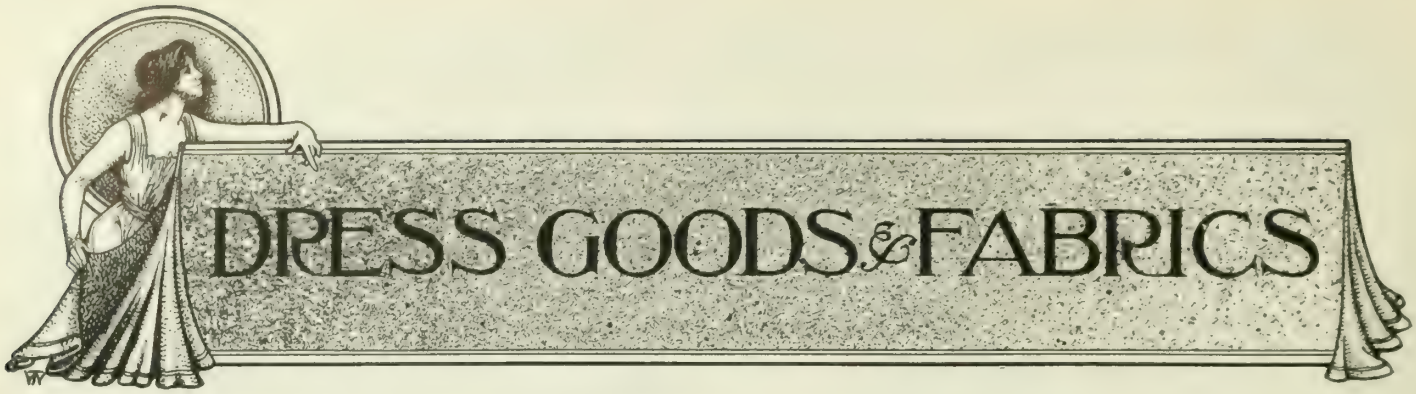
For the three best answers, the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto



Reversible Fabrics for Fall

Scotch Effects in Grey, Tan and Pheasant, Toned Up With Flecks of Bright Color, are Attractive — Nigger's Head and Boucle Effects

The Fall collection of sample lines of dress fabrics is now rapidly being made up. The later productions coming to hand from the foreign manufacturers show that the importance of woolen materials in heavier weights is increasing. Materials for street wear, 54 in. wide, run from 11 to 13 oz to the yard.

The range of materials is a wide one. Serge is still the leading fabric, but the serges now selling are softer in finish and wider in the wale. Considerable interest is manifested in cheviot serges. Cheviots and cheviot effects are exceedingly well represented.

Scotch effects are strong, principally in grey, tan and pheasant mixtures toned up with flecks of bright color. These are well shown in every line and doubtless will be very well taken as they are most attractive. Fine qualities of mannish worsteds are being shown in many styles and finishes. Nickel greys and Oxfords are well represented and many of them show hair line stripes in color. Hair line and chalk line stripes are extensively used and there is an increasing feeling in favor of these stripes in the new Coronation colors.

Both diagonals and stripes will be much in evidence this Fall, and many of the new mixture cloths contain a suggestion of a striped or diagonal underpattern. Checks in the same effect are also shown but are not in as strong a position as stripes.

Nigger's head and boucle effects, panne cloths and zibelines with long lustrous hairs laid close to the surface may be classed among the high novelties. Ratine was introduced as a novelty last year and made some headway.

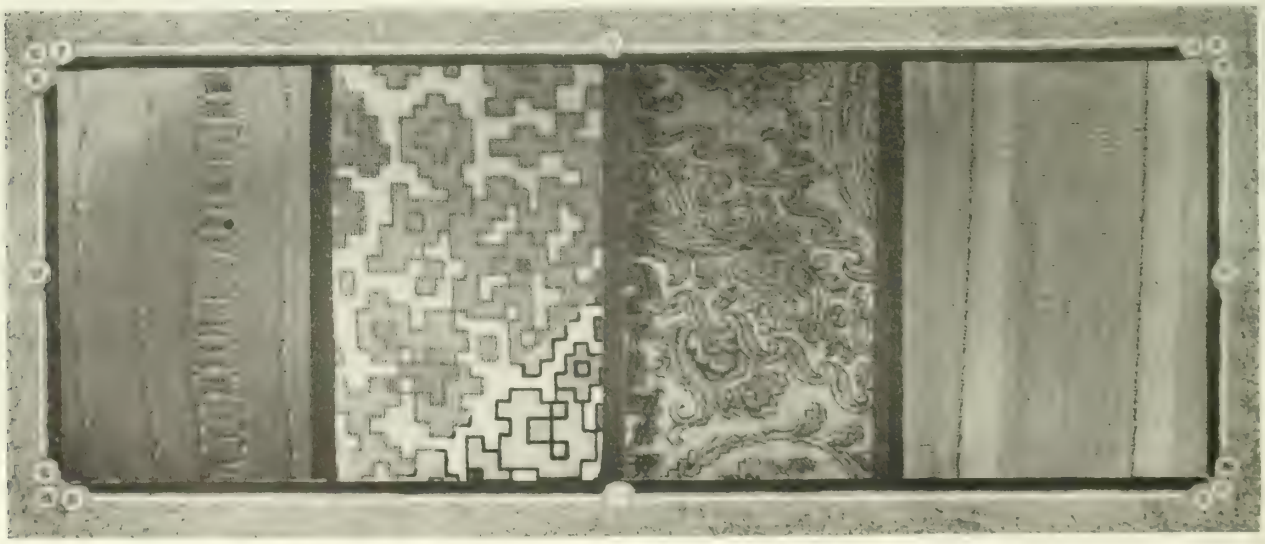
This year the weave has been improved and ratine and chinchilla cloths promise to be of importance as the fashion tendency is all in favor of soft effects of this class.

Due to the vogue of wool-backed satins, satin finished Venetians and satin cloths are shown. Some of these in the new reversible effects are very handsome and should sell as they have much of the effect of the more expensive wool-backed satin.

The high novelty of the season is found in the reversible effects. Reversible effects are shown in all the leading cloths. Plaid, striped and plain colored backs in high colors are shown and many interesting color combinations are seen.

Among the novelties may be included reversible materials of silk and wool. Serge silk is shown with a cashmere back. The silk is of one color and the back presents a contrast.

In light-weight fabrics for dresses and costume a high place must be given to wool delaines. Delaines, both with and without borders, have been numbered among the best selling materials for the present Spring and the many merits of this fabric have made it a general favorite. It makes up into pretty and attractive dresses, it wears well, and in addition, washes almost as well as a cotton fabric. Other light-weight fabrics are voiles, and fabrics on the eolienne order.



1 2 3 4

Fabric group No. 1. For descriptions s ee page 6.

Priestley's Dress Goods

Ready for Spring Sorting

SOME OF THE POPULAR LINES

PRIESTLEY'S
Hair Line Stripes



Fashionable for Suits and Coats. Many qualities and all desirable styles.



PRIESTLEY'S
Serges



Most desirable for Spring Suits. Priestley's values are unequalled.





PRIESTLEY'S
Shepherd's Checks

Every woman wants a Shepherd's Check Dress or Coat. Priestley's lines are satisfactory.

PRIESTLEY'S
Voiles

In Black and Colors. The ideal Spring Dress Material. Priestley's Voiles do not fade.



Cuts, as illustrated, for your retail advertising gladly furnished free.

SOLE AGENTS FOR PRIESTLEY'S DRESS GOODS

GREENSHIELDS Limited, Montreal

Descriptions of Cloth Illustrated

Fabric Group No. 1.

No. 1. Silk striped, silk and cotton voile; sky blue. Shown by the W. R. Brock Co., Toronto.
No. 2. Lavender, grey cotton voile over "Oriental" silk-finished printed fabric. Shown by Debenhams (Canada) Limited.
No. 3. Oriental-patterned cotton voile; champagne ground, pattern in pink, grey and sapphire. Shown by the W. R. Brock Co., Toronto.
No. 4. Satin-striped rep in natural color. Shown by the W. R. Brock Co., Toronto.

Fabric Group No. 2.

No. 1. Cotton marquisette. Shown by the W. R. Brock Co., Toronto.
Nos. 2 and 3. Embroidered Swiss. Shown by the W. R. Brock Co., Toronto.
No. 4. Silk striped, silk and cotton voile. Shown by the W. R. Brock Co., Toronto.

Fabric Group No. 3.

No. 1. English whipcord, heavy printed cotton fabric. Shown by Home & Watts, Toronto.
No. 2. Winter-weight Galatea. Shown by A. W. Binnie & Co., Toronto.
No. 3. Manchester Flannel. Shown by Home & Watts, Toronto.
No. 4. Winter-weight Galatea. Shown by A. W. Binnie & Co., Toronto.

Fabric Group No. 4.

No. 1. Black and white striped surah silk, the latest novelty in dress and suiting silks. Shown by the W. R. Brock Co., Toronto.
No. 2. Warp and weft check silk and mohair fabric. Sample shown in black and white, but the fabric comes in all the leading colors and black. Shown by the W. R. Brock Co., Toronto.
No. 3. Double-faced fabric, wool back silk, cashmere face and wool cashmere back. The face is violet and back olive green.
No. 4. Porcupine Voile, cotton voile with gold spot. Shown by the W. R. Brock Co., Toronto.

Fabric Group No. 5.

No. 1. Hollow-cut cord velveteen. Shown by the Ontario Cloak Co., Toronto.
No. 2. Double-faced satin cloth, upper face black, with line stripe of peacock blue; reverse side peacock and black mixture. Shown by F. D. Elliott, Toronto.
No. 3. Double-faced ratine. Black and King's blue check, one surface ratine and reverse smooth-finished cloth. Shown by F. D. Elliott, Toronto.

Fabric Group No. 6.

No. 1. Striped boucle. Shown by the W. R. Brock Co., Toronto.
No. 2. Navy serge, white pencil stripe. New soft finish. Shown by the W. R. Brock Co., Toronto.
No. 3. Black and King's blue-striped cotele. Shown by F. D. Elliott, Toronto.
No. 4. Boucle panne cloth. Bright navy and black check with blue boucle stripe. Shown by the W. R. Brock Co., Toronto.

Fabric Group No. 7.

No. 1. Bannockburn tweed, black and bronze-green check, flecked with white, yellow and Empire green.
No. 2. Scotch tweed in greens and greys, flecked with sapphire and Coronation red. Shown by M. Pullan & Sons, Toronto.
No. 3. Fancy boucle, cheviot weave in black and moose brown.
No. 4. Donegal tweed, in pheasant, bronze and stone grey. Shown by the W. R. Brock Co., Toronto.

Fabric Group No. 8.

No. 1. Saxony suiting, nickel grey with pin stripe of olive green and pattern of black dots in beaded effect. Shown by Nisbet & Auld, Toronto.
No. 2. Double-faced black and white fancy tweed. The stripes on one side running lengthwise and on the other across. Shown by Nisbet & Auld, Toronto.
No. 3. Cross-check, fine wool suiting in black and grey. Shown by Nisbet & Auld, Toronto.
No. 4. Nickel grey worsted suiting with pencil stripe in Coronation red. Shown by Home & Watts, Toronto.

Fabric Group No. 9.

No. 1. Black and grey mixture tweed with pin stripe in white. Shown by Nisbet & Auld, Toronto.
No. 2. Zibeline cloth in light and dark grey. Shown by M. Pullan & Sons, Toronto.
No. 3. Boucle cloth, mixture, ground in black, nut brown, tan, emerald and white, all-over boucle in black. Shown by the Ontario Cloak Co., Toronto.
No. 4. Greek Key check suiting in Oxford mixture and black.

Fabric Group No. 10.

No. 1. Heavy, rough-finished tweed cloaking in black, grey and bronze mixture. Shown by the Ontario Cloak Co., Toronto.
No. 2. Double-faced pin-striped cloaking in black, grey and Coronation red, reverse side black and grey cross-check. Shown by M. Pullan & Sons, Toronto.
No. 3. Chevron weave tweed cloaking in tan and black, reverse, Scotch plaid in Royal red and green. Shown by the Ontario Cloak Co., Toronto.
No. 4. Plaid back polo cloth. Shown by M. Pullan & Sons, Toronto.

Goodwins Limited, Name of Rea Store.

"Goodwin's, Limited," is the new name applied to the Rea store in Montreal. The new company was recently incorporated by patent in Ottawa with five million dollars capital. It was formed by Mr. D. Lorne McGibbon, with Mr. J. W. McConnell, W. H. Goodwin and F. H. Ward as vice-presidents. W. H. Goodwin, as previously announced, will be general manager.

SWING INTO LINE

SELL STEELCLAD (Dress) GALATEA



Steelclad Galatea

is suitable for more purposes than any Galatea ever before put on the market.

STEELCLAD Galatea is light in weight, soft in texture, winsome in color and design, yet it lacks none of the strength of the old-fashioned kind.

The Foulard patterns have all the silkiness desired for women's use.

The standards and diagonals withstand the severest test of wear.

STEELCLAD Galatea is the ideal wash fabric for women's gowns, as well as for children's wear.

Retails at Popular Prices
28 inches wide

You will have no difficulty in getting STEELCLAD Galatea from any progressive wholesaler. Samples now in wholesalers' hands.

WE GUARANTEE COLOR AND QUALITY

DOMINION TEXTILE CO., LIMITED
MONTREAL

Where Fashion Is a Lever

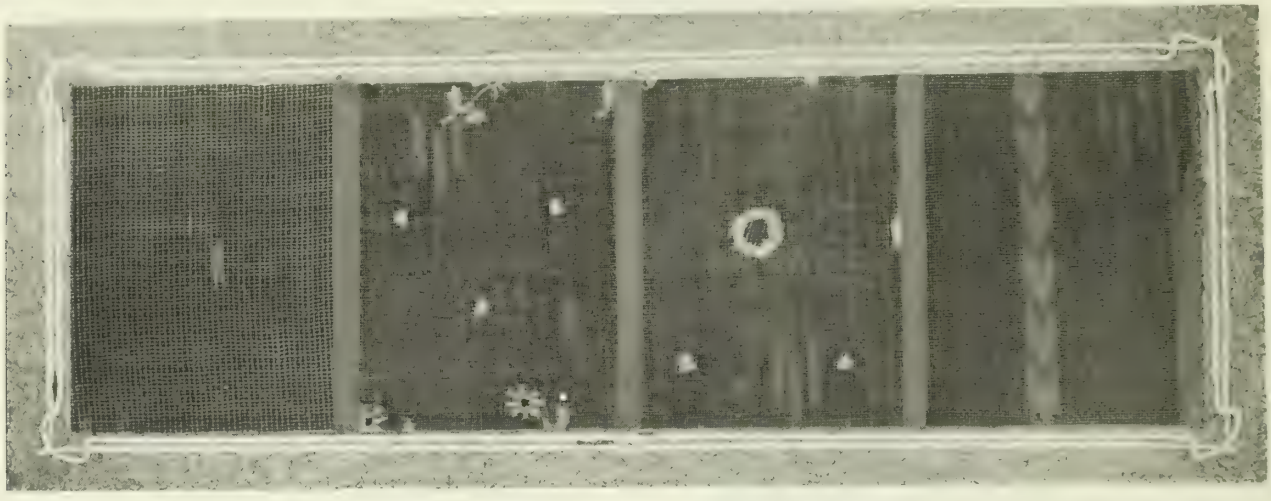
Vogue of Narrow Skirts Should be Used as Inducement to Customers to Buy Better Fabrics Than Usual.

Judging from the collection of cloths brought out for the coming Fall and winter, there is to be no immediate change in fashion's plans, and the narrow skirt and short suit coat are to rule for another season. Naturally, neither the manufacturer nor the retail merchant are in love with the present fashions as they are the immediate cause of a material falling off in the returns of the fabric department.

It is not that fewer sales are made, for quite as good business in this respect is being done. When wider skirts were worn and coats were longer, six or seven yards of material was required for a suit or gown. Now on a conservative estimate only three or four yards is required and this means a difference of two or three yards on every sale. This makes a big difference to the season's output.

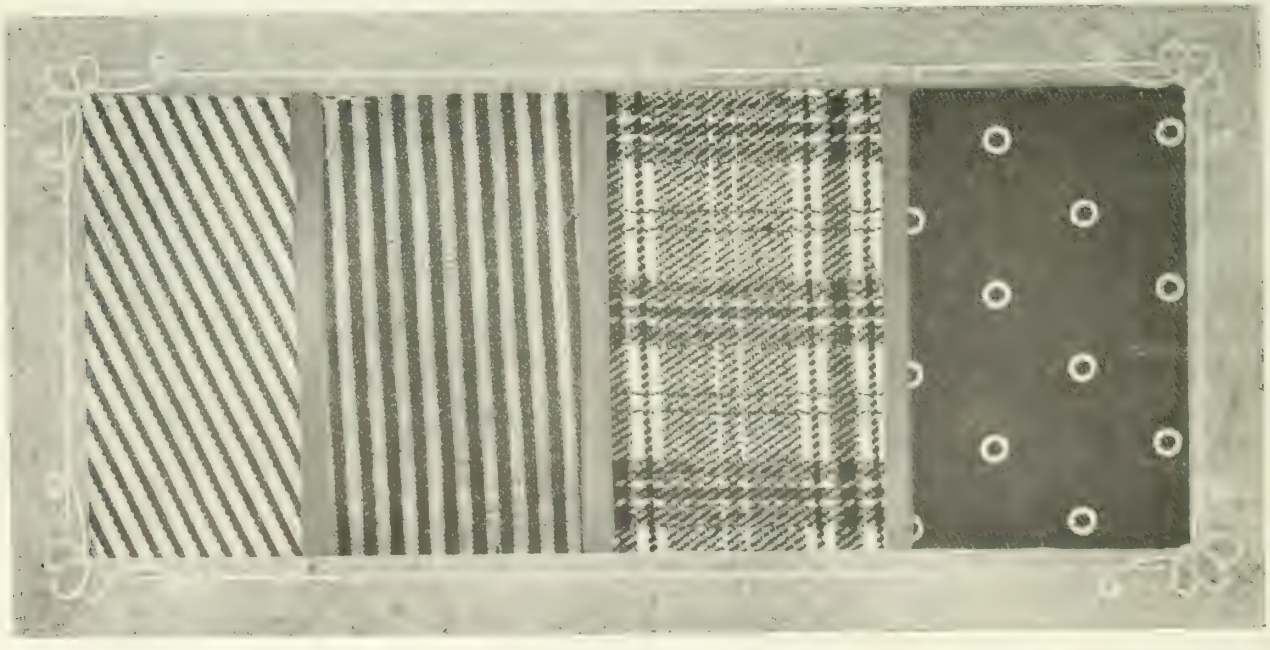
How to offset this condition is the problem before the buyer when selecting his Fall stock, and the only way out seems to be to induce customers to purchase a better material. If only the buyer will keep this idea in view he should be able to come out on the right side at the end of the season.

As a rule, women set aside a certain sum for purchasing the Fall outfit, and irrespective of fashion's vagaries, this sum does not change. There is so much planned out for the suit and gowns required and a certain amount for other necessary articles. Say, for instance, that a woman is in the habit of paying $10-$12 for the material, the idea will hold in spite of the difference in the length of fabric required. Therefore, now that the number of yards required has been cut down it will be an easy matter to get her to pay the advanced price, when in the end the amount spent is not above that she has set aside for the purpose.



1 2 3 4

Fabric group No. 2. For descriptions see page 6.



1 2 3 4

Fabric group No. 3. For descriptions s ee page 6.

K 69
BALBRIGGAN UNDERWEAR

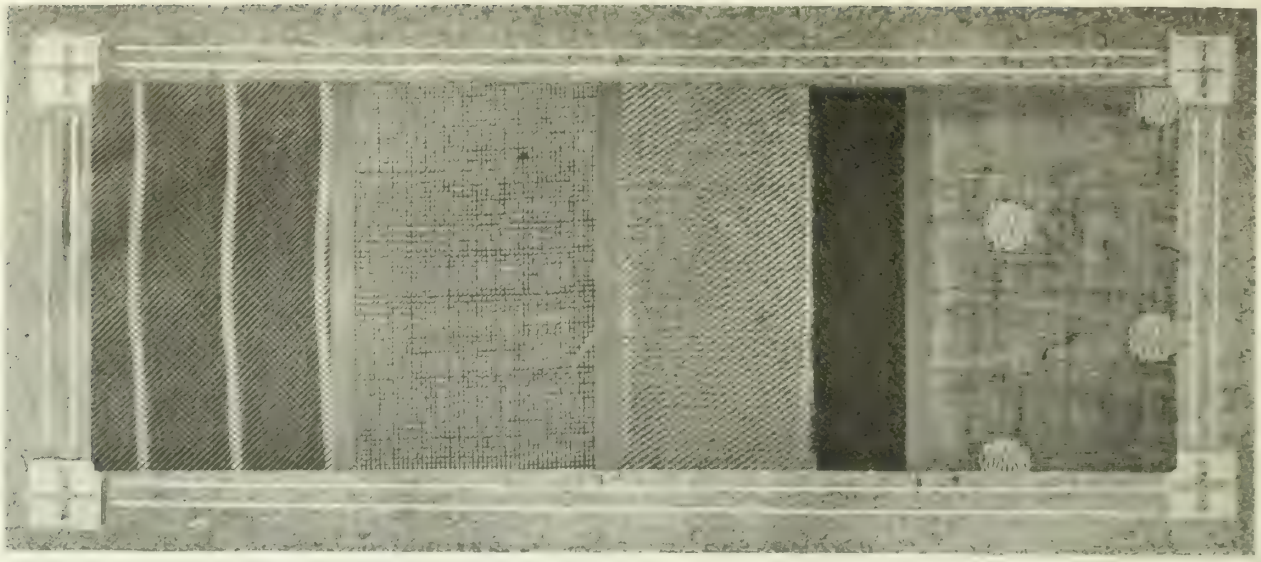
YOU need this line of men's underwear. It brings you good profits, many friends and pleasant business relations.

Sells for fifty cents the garment, a good bit of which goes to the profit account, and the purchaser always calls again.



IF A SAMPLE WOULD INTEREST YOU,
DROP US A POST-CARD

JOHN M. GARLAND, SON & CO.
OTTAWA, CAN.



1 2 3 4

Fabric group No. 4. For descriptions see page 6.

With the necessity of purchasing about half the quantity of cloth she has hitherto required, she can, of course, purchase one nearly twice as expensive. When the average is shown that she can now buy a much superior fabric than she has been in the habit of wearing, she immediately does so simply because it is superior. This she will do in nine cases out of ten rather than save the difference.

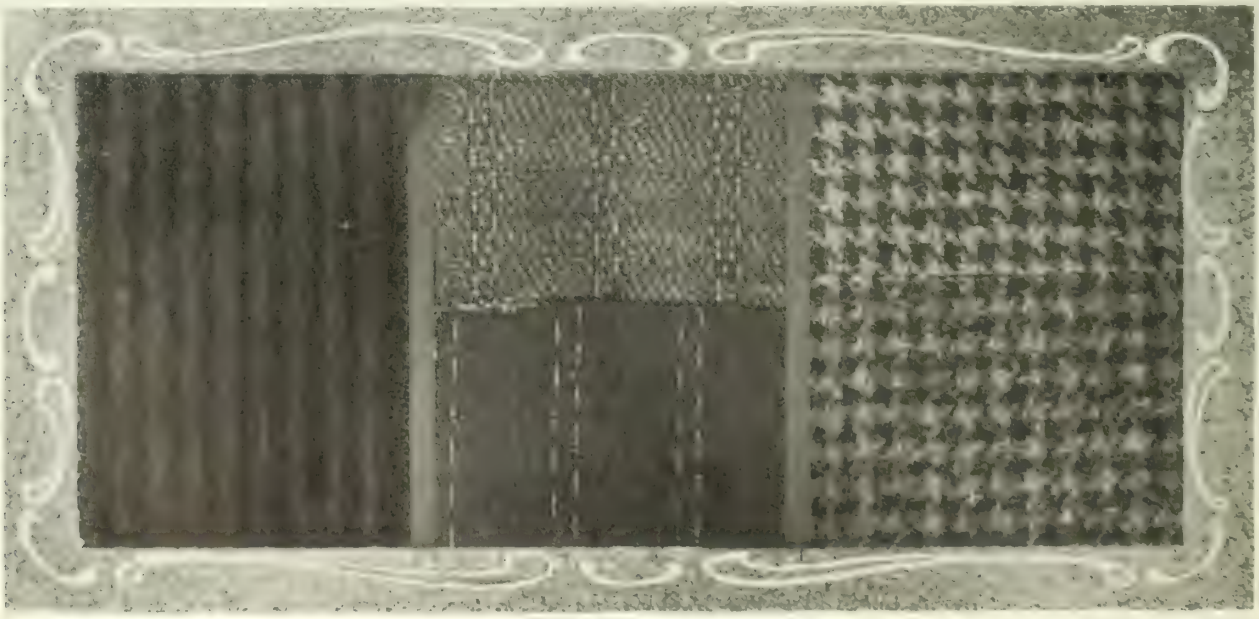
A Brighter Color Scheme

Indications that Change is Coming for Fall— Paris is Showing Bright Touches Under Name of Coronation Colors

Though navy, black and dark tones are in the lead now, there are certain indications that a brighter color scheme is due. Possibly in this market their introduction will come through the use of trimming and illuminating colors.

In Paris they are showing bright shades under the name of "Coronation" colors. These are showing in dress goods and silks as well as in ribbons and accessories. They are in positive tones such as rich purple, bright indigo blues, crimson, magenta, vivid greens and bright yellows. These colors are combined with a masterly hand and whether it is that fashion has been preparing for the change or it is due to the skill of the dyer the effect is not crude nor ill-pleasing. French lines for Fall show these high colors combined with black in stripe and check patterns and it is in this form that these new colors will come onto this market.

Black, blue, grey and brown in sombre shades will have illuminating touches of vivid color. At the Toronto openings any gown exhibiting this tendency was much admired. For example, black gowns had soft girdle and band trimmings of purple, Empire green, or Royal blue, while dark blue was combined with Coronation red, coral, or cerise. Brown and bright orange and yellow shades are also good.

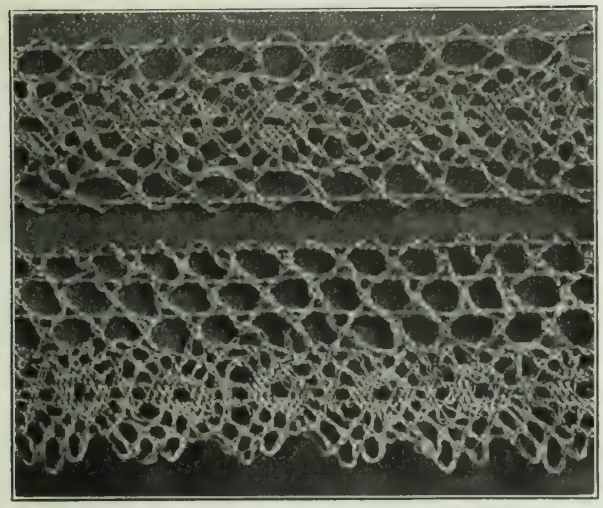


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Fabric group No. 5. For descriptions see page 6.

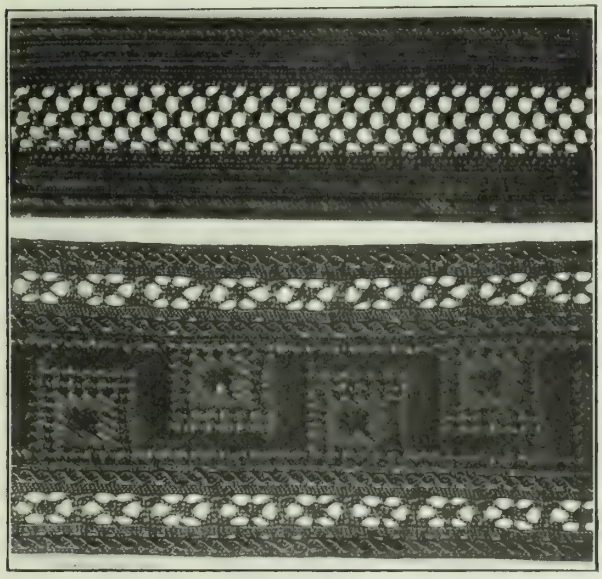
Braids for Fall Trimming.

Any doubt as to the vogue of braids for Fall trimmings must be speedily dispelled by the range of sample patterns just issued by Canadian manufacturers. They are suggested in all widths from the tiniest loop edgings to braids of nine and ten inches in depth, which are intended for the finishing of skirts, and comprise between thirty and forty varieties, some of them of most elaborate design.



Gilt Cluny edge and band. Shown by Corticelli Silk Co., Montreal.

Many of these designs naturally follow similar lines to the fancy braids offered this Spring. Others are distinctly new. The old standby, military braid, is offered in all widths. There is a fine silk braid made up of alternating inch-wide rows of military



Trimming Braids for Fall. Shown by Corticelli Silk Co., Montreal.

weave and of a torchon lace pattern. A heavy braid with fancifully woven edge has the centre woven in a Greek key pattern in fine silk tape. An inch-wide pull braid shows a satin-laid strip and edge, which makes it a very effective trimming. Others in the fancy varieties are formed of one or more rows woven in fine torchon and Cluny patterns in silk.

Progressive Merchants and Milliners

have learned how we save money for them by quickly making their unsalable goods salable---their dead stock new and attractive.

Our equipment is of a size and kind---most modernly equipped dyeing plant in Canada---to enable us to re-dye and finish off-color, and old and faded goods so as to once more make them as new goods fresh from the mill.

Take time to go over your shelves and counters and pick out the lines you're finding dragging and send them to these works to be re-dyed and finished as new goods.

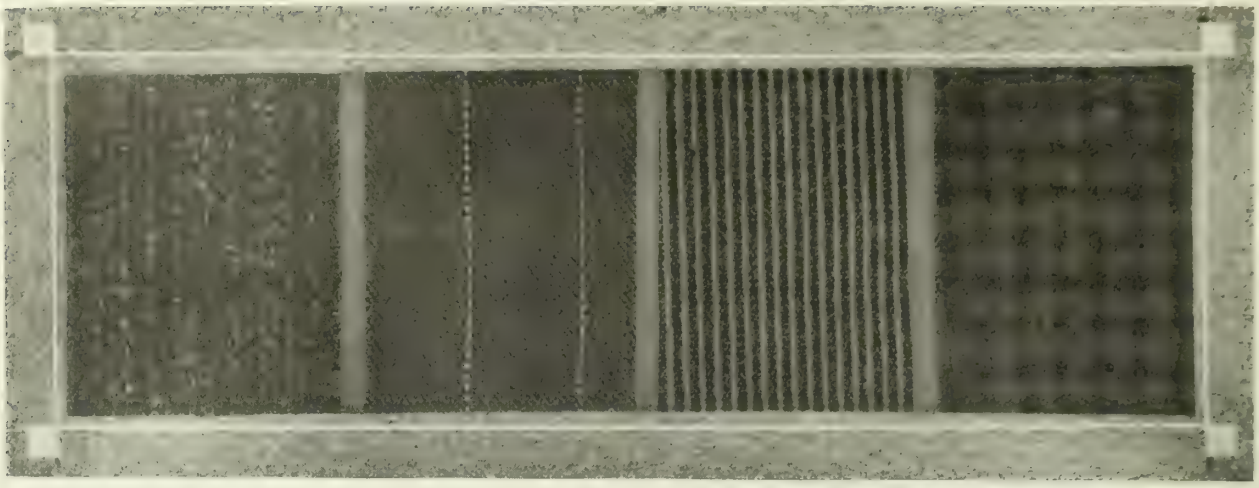
For over thirty years we've been giving satisfaction to merchants in all parts of Canada.

Milliners are delighted with the transformation we effect in finest plumes and feathers that have become soiled.

R. Parker & Co.

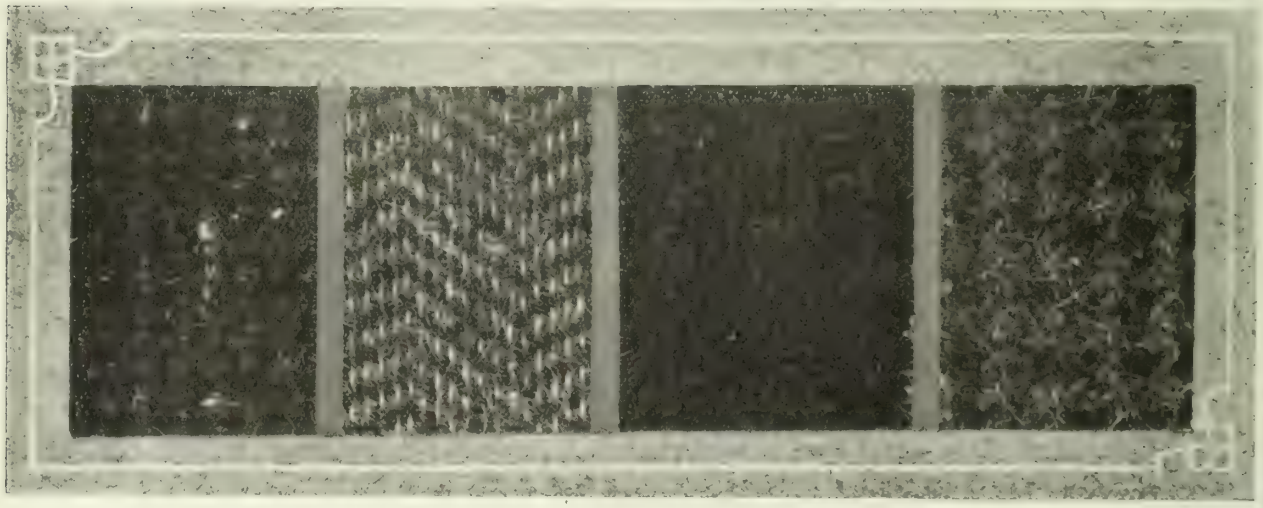
Dyers and Finishers

TORONTO, - CANADA



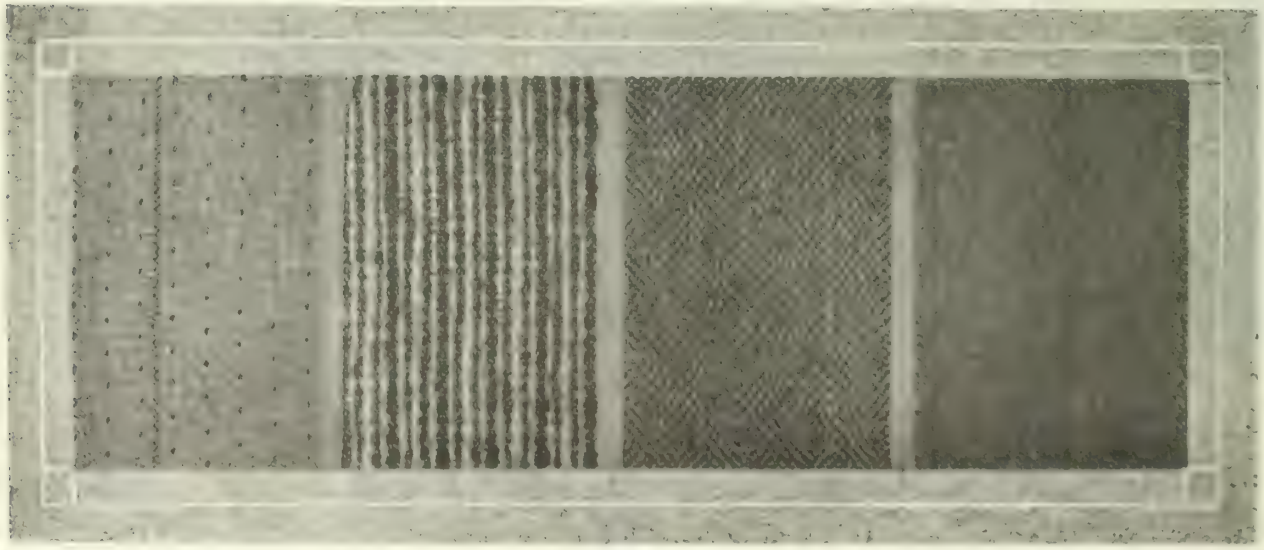
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Fabric group No. 6. For descriptions see page 6.



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Fabric group No. 7. For descriptions see page 6.



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Fabric group No. 8. For descriptions see page 6.

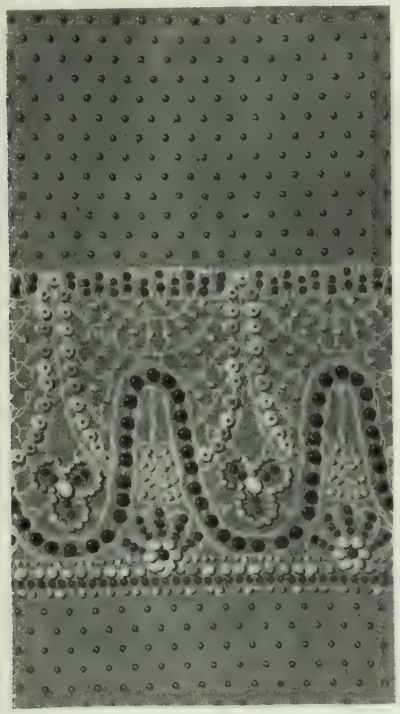
Importance of Silk Fabrics

Satin Duchesse, Paillettes and Satin-finished Fabrics Will be Wanted—Silk Poplins and New Serge Silks—Favor for Velvets

THE coming Fall promises to show a continuation of the present importance of silk fabrics and more than the average business is confidently expected.

Jobbing houses and large buyers are placing good advance orders for messalines, satin duchesse, paillettes and satin-finished fabrics of a like nature. A very large proportion of these orders is for black as it is now certain that black satin will be wanted both for suits and for draped costumes.

There is a growing interest in the wool-filled satins, and the satin with a twilled back, as well as the felt backed satin or satin feutre, will both be required, the one for costumes and the heavier cloth



Bordered Delaine in Beaded effect. Shown by the W. R. Brock Co., Toronto.

for suits. The cutting-up trade has taken up these fabrics and suits and coats of wool-backed satins will be included in the Fall garment line. Manufacturers are trying to interest the trade in taffetas, and are showing an extensive collection of fancy effects in Dresden warp prints and in Roman stripes. These silks are expected to take for foundation and for waists.

A feature that must not be overlooked is the increasing sale of wide widths. Thirty-six and forty inch silks are rapidly replacing the old 20-inch widths in colors as well as in blacks and whites.

A Montreal authority had this to say with regard to silks:—Although the long continued winter weather has played havoc with the predicted demand for satin costumes for Spring wear there are various indications that these creations will come into their own at the close of the Summer season, and manufacturers and middlemen are preparing for another

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Sold by leading Jobbers.

SCOTCH
Every piece perfect.

HOLLANDS

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for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal

satin season, especially in the Duchesse and messaline varieties adaptable for all the soft effects now so much in vogue.

In addition to satins, the silk mills have all ready to be placed on the market for Fall orders various soft weaves of silks, many of them adaptations of



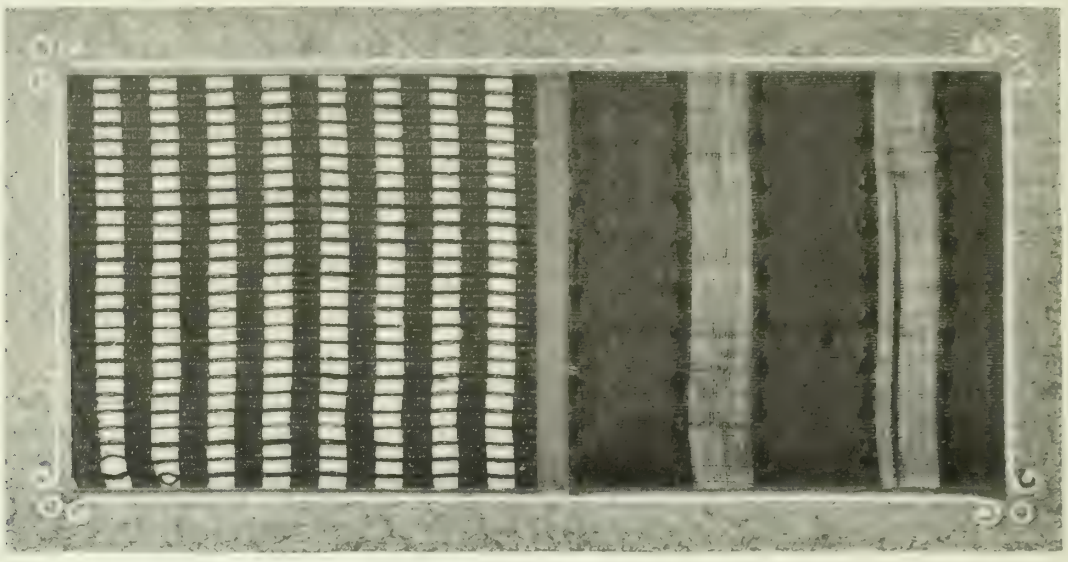
Oriental Pattern Delaine. Shown by the W. R. Brock Co., Limited

louisines which drape to advantage. There is no particular effort being made as yet to obtain Fall business along these lines, nevertheless demands al-

ready made, give a general indication that silks will have a more than average season next Fall. Many of these new weaves have certain features which class them at once as probably attractive novelties.

There is the new serge silk, or soie serge, in a weave resembling that of the one-time fine henrietta cloth, supple and firmly woven, and guaranteed to both wash and wear. It is offered in a wide range of plain colors, for both suits and house wear.

As to the fashionable colors, while the various novelties are being offered for selection, indications have not yet pointed definitely to one as a favorite and another as not. It is pretty generally conceded here, however, that black, and black and white combinations will continue to hold a strong position. Blues will probably lead in the colors, being shown in a variety of shades, which include some green-blue tones. Hunter's green, moss and bottle green

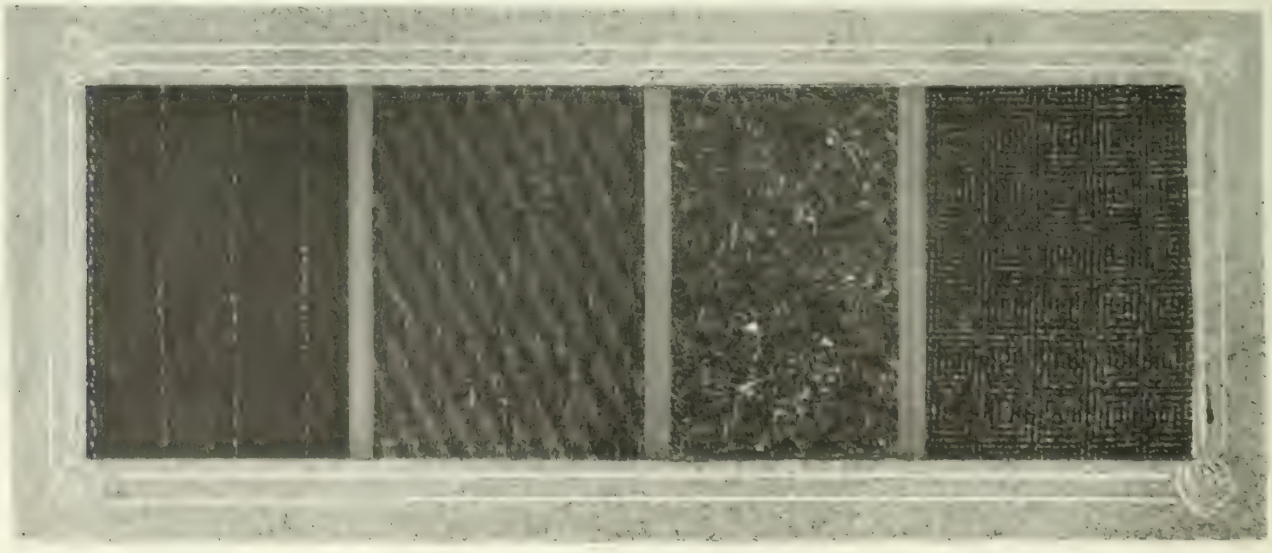


Fancy Grenadines. Shown by Greenshields, Limited, Montreal.

Among the silks intended for next Fall and winter's afternoon and evening wear are the new silk poplins, also in plain colors, a splendid wearing material which is soft and pliable and drapes beautifully. The jacquered silks are very delicate materials in a weave similar to that of the poplin, but ornamented by quaint jacquered figures in self colors. These come in both small and large design in pretty evanescent effect. Then there is the Roman cord, a washable silk of exceedingly pretty design, the cords running lengthwise in the silk about a half inch apart, and the whole scattered over with satin spots in varying sizes.

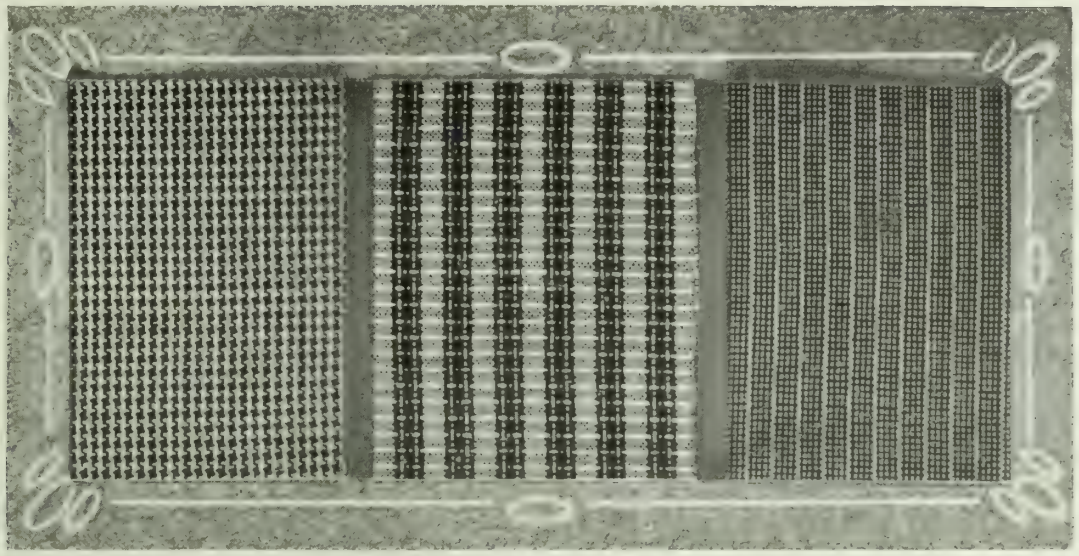
are all being offered, and it is thought that olive will have a certain amount of favor, as combining effectively with the coral and geranium shades which are suggested as Autumn millinery tones. Browns are shown in tobacco and wood shades, with a novelty which has a reddish tinge.

There is a hint that red will be popular with the approach of cold weather, and will be offered in shades running through a good range of tones. Grays and castors are shown in small quantities, being tones much too cold in effect for our Canadian climate.



1 2 3 4

Fabric group No. 9. **For descriptions see page 6.**



Grey silk and wool mixtures. Shown by Greenshields, Limited, Montreal.

Silk Velvets and Velveteens.

Silk finished velvets in soft weaves and in all the dark shades are predicted as likely to be very fashionable for Fall wear, chiefly in the cities. And not only the silk velvets in dress widths, but pile fabrics generally, including velveteens, silk seal plushes and imitation furs are being offered in variety. Whether the fancy velvets offered by Lyons manufacturers are taken up by the Canadian trade to any extent remains to be seen, although no doubt they will have a certain place among the novelties. Among these novelties will be shown velvet spots on sheer grounds and on satin grounds.

Velour du nord is a novelty which will be offered for the manufacture of outer garments. In weight and length of pile it is something between a velvet and a plush. Silk seal plushes will be made up into dressy outer garments, chiefly for afternoon wear, over calling and reception costumes.

Velveteens are still in demand for making up into various accessories, especially as bags or belts. Advance orders for the imitation furs have been coming in well, with a promise of a good season ahead for these fabrics.

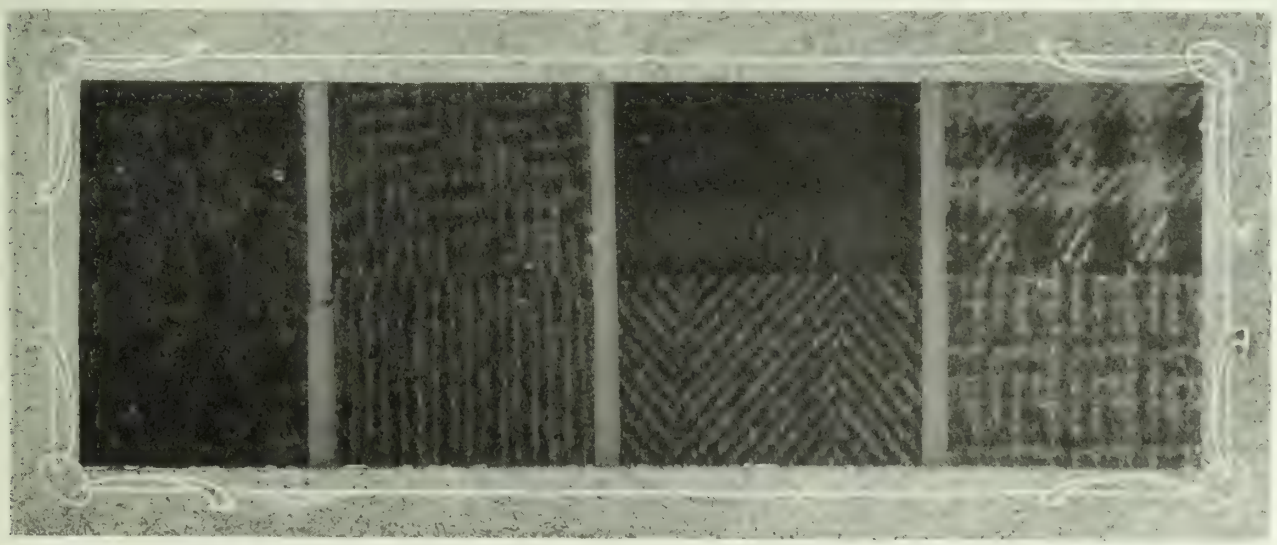
The Demand in Wash Fabrics

Marquisettes and Printed Voiles are Very Strong — Cotton Foulards, Batistes and Allied Fabrics are Big Sellers

While staple lines are quiet as the trade is only beginning to fill in requirements, there is considerable activity in sheer goods, and in fancy printed fabrics. Now that the retail season is opening up and the demand is increasing, there is considerable complaint of slow delivery. This applies particularly to marquisettes and printed voiles, some lines of which, at present, are completely off the Canadian markets. Buyers did not foresee the strength of the demand, and the same applies to the cutting-up trade.

White marquisette is wanted owing to its popularity for waists and dresses, but not a yard of this fabric can be obtained at present from the jobbing houses, and the manufacturers are having recourse to the retail trade for supplies and are buying up all

(Concluded on page 20)



1 2 3 4

Fabric group No. 10. For descriptions see page 6.



KNIT GOODS NEWS

Shorter Knit Coats Appearing

Better Lines Being Taken and Earlier Fall Deliveries — Manufacturers Anticipate Demand From Western Merchants

KNIT goods manufacturers state that they anticipate conditions better than merchants in regard to future demand. As is well known, western crop conditions enter largely in influencing merchants' fall placing and orders are not given with confidence until some forecast is possible on general crop outlook. If manufacturers waited for this information many merchants would be unable to procure sufficient stock, and mills, therefore, this season have been kept running to capacity anticipating crop forecasts.

In some instances machines are idle on account of non-delivery of yarns and unheard of orders have been placed by manufacturers, hoping to overcome slow deliveries from Bradford markets. In cases, entire contracts were placed for immediate delivery instead of usual monthly shipments, and in this manner far-seeing companies have placed themselves in an enviable position regarding stocks.

Style Changes Help Business.

Merchants have never yet overbought sweater coats, on account of the unprecedented demands which have been experienced during past seasons. Climatic conditions have made these garments staple, and now the fact that styles are changing frequently, business certainly will increase from year to year.

Working men, too, street car conductors and outside workers have found sweater coats a winter necessity and an average working man wears a sweater coat as a general utility garment for eight months in the year. Long, tedious Spring weather prolongs the time when these coats are a comfort. Generally, sweater coats are used for utility purposes and considered as a necessity. Constant wear makes consequent demand evident.

Following everyday uses, changes are noted, and a demand for shorter lengths is made by merchants, who have experienced this tendency. Manufacturers are shortening sweater coats throughout, owing to utility features. Men ask for a coat so that it can be worn more as a vest, and coats are shown without a collar and between a coat and vest length. Some of these garments seen were about 25 inches long, and even shorter models are shown in sample lines.

Improvements in New Lines.

Samples for 1912 show improvements and cleaner, better finished garments are ready for jobbers. Lines are complete, except for any new novelties that may be added after May 1st, when New York markets are visited in search of style or suggestion. However, it is not expected that any important changes will be seen.

For Fall, merchants are taking moderate and higher priced goods, and a comparison of average prices show a difference of $3.00 dozen between this season and last. When it is considered that actual difference in labor costs are not such a factor, this is commendable, and customers ultimately derive the benefit. There is nothing so unsatisfactory as a cheap knitted garment, and merchants and manufacturers have reason to know it from past experiences.

In orders received for men's sweater coats average returns in 50 show 30 grays, 10 cardinals and 10 navys. Ladies' coats show the same proportions on white, grey and cardinals. High collar coats are strong in the West, and few cancels are expected from Western merchants. It is asserted that larger orders are received on men's coats compared with ladies' lines, and Ontario reports from east and west travelers show bookings fairly placed. Fall delivery is demanded for 1st July to Aug 15th. Coats from 25 to 32 inches for men, and up to 36-40 inches for ladies are taking well.

Aviation Caps Largely Taken.

Canadian manufacturers are enthusing over the popularity and reception given by wholesalers and the general trade to aviation cap samples. Fall demand is particularly strong, and Canadian mills show various color combinations suitable to different sections. Several new samples have been featured after United States novelties.

Over fifteen splendid colors, without counting many possible combinations, are now shown. Every shade promises to be equally popular, and hand crochet coarse mesh designs are taken on better lines up till this time. Ribbon trimmed and wool rosette makes are most in demand.

Manufacturers are including feather and quill trimmed caps, but so far merchants have not accepted them as a predominant feature. Orders show 10 to 1 in favor of usual lines. However, if feather bedecked aviation caps are now a smaller selling item it is predicted a coming number accordingly as the season advances. Black with satin ribbon and combinations, especially black and purple, with an all-black feather now lead in orders for this innovation. Navy with red and a red feather will be a good one.

One manufacturer states that over three million dozen aviation caps were sold last season in New York alone, and looks for a comparative run in Canadian demand and sales. When it is considered that these caps are selling for Summer outing wear and their suitability to climatic conditions is noted

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QUEBEC---ERNEST HAMEL, 115 St. Joseph Street, Quebec, Que.

MARITIME PROVINCES---G. A. WOODILL, 20 and 21 Roy Building, Halifax, N.S.

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Peerless Underwear Co.

HAMILTON, CANADA



"Beaver Brand Knitted Goods

are the

Trade Winds for 1911"



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YOUR customer will like "BEAVER BRAND" because our knitted goods wear well - they fit well—and besides, your sales will increase, your profits will grow with greater business.

"BEAVER BRAND" is always to be found in the front row of high-class knitted goods.

WE CAN FILL YOUR ORDER PROMPTLY

R. M. Ballantyne, Limited

Stratford, Ontario



All Wool

Hand and Machine Knitted

GOLF COATS

LATEST	PERFECT FIT,
STYLES,	LADIES' and
COLOURS,	GIRLS'
FINISH.	SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses

A. T. SINGER & CO.

77 FORE STREET

LONDON, E.C., - ENGLAND

Please mention The Review to Advertisers and Their Travelers.

beside the novelty introduced, manufacturers are justified in their enthusiasm.

Regarding auto hoods, Western merchants are asking for immediate delivery, and advertising them for boating and mountain trips. Similar combinations of colors are seen which are generally taken to match sweaters. Best numbers show long throw-over muffler ties with ball tassels. Combinations are asked for in the following colors, white, oxford, green champagne, smoke, card, garnet, navy, light blue, tan, brown, pink, pearl, black, purple, lavender and mustard.

Creating Demand for British Made Fabrics

For the Coronation and its attendant festivities, Queen Mary has announced that she will wear none but British made fabrics, and has intimated that it is her pleasure that the ladies of her court should likewise choose materials of British manufacture. Therefore, the French costumers are making a strong bid for English patronage by showing gowns and suits made of British goods. Dresses for ceremonial and evening wear are made of broche velvets, and rich brocades, as well as day dresses and suits of velveteen and British suitings.

Not only are the court set in England following the Queen's lead, but there is a strong disposition manifested by the smart world to follow suit, which promises to bring British made fabrics most strongly to the fore.

The Demand for Wash Goods

Continued from page 15

this material that the city and country stores can let them have. There is a world-wide demand for marquisette and it will be May before orders now placed can be delivered. Marquisette is preferred to voile because of its extra transparency and because of its superior weave.

Two-toned stripes and black and white, and white and black stripes are included in free-selling voile novelties. These are made up either over a white or black foundation and satin or velvet is often used with the voile as a trimming. Printed marquisettes, voiles, batistes and kindred fabrics are showing in a big variety of bordered effects, and form a novelty that is being taken up with avidity by the city trade. Cotton foulards, lawns, batistes and allied fabrics of sheer construction are the big sellers. Printed fabrics are strongly featured, and with the exception of ginghams, there is little call for woven fabrics. There is some demand for rep suitings for coats and in white, pink and sky for children's wear.

Prices for cotton fabrics are very firm and there is no prospect of piece goods becoming any cheaper for some time to come. Even if raw cotton should drop, an event that is by no means likely to happen according to present prospects, it could not immediately affect the price of piece goods, as manufacturers are working on a margin which they regard as altogether too close to be profitable.

There is an increasing sale of cotton fabrics for Winter wear, due to the increasing enlightenment on sanitary matters, and to the better heating facilities in modern houses. The cotton house dress is more comfortable and more cleanly that that of wool and its sale for Winter wear is increasing. Mothers are also beginning to appreciate the utility and healthfulness of the cotton dress for children's wear, and both doctors and teachers are its strong advocate.

These influences are making themselves felt in an increasing demand for cotton fabrics suitable for Winter wear.

Ginghams are now an all-the-year-round fabric, and the possibilities of cotton foulards are being considered at present by many buyers. Galateas, made in a special weave and with a soft finish for Winter wear, and other special fabrics are being taken by the makers of children's dress.

Marquisettes and voiles are excellently adapted for party dresses. Even now these fabrics are being trimmed with satin or velvet, and when the mercerizing process is properly attended the cotton fabric is almost equal in appearance to the higher-priced silk and wool voiles.

What Would You Say to This Customer?

See page 3.

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TORONTO, ONT.

Acting as circulation representative for the MacLean Publishing Company is in itself an excellent business training.

By looking after the new and renewal subscriptions of their thirteen publications you can increase your present income at least $5.00 each week.

One hour a day is ample time to enable you to earn this salary.

Competent representatives will be given charge of our entire business in their respective towns—securing renewal orders also new business.

This work is pleasant and does not require experience.

No matter what size your town may be there is plenty of opportunity for a circulation representative of The MacLean Publishing Company, to earn five dollars every week, in addition to his present salary.

Write at once for particulars.

TRADE MARK.
REGISTERED.

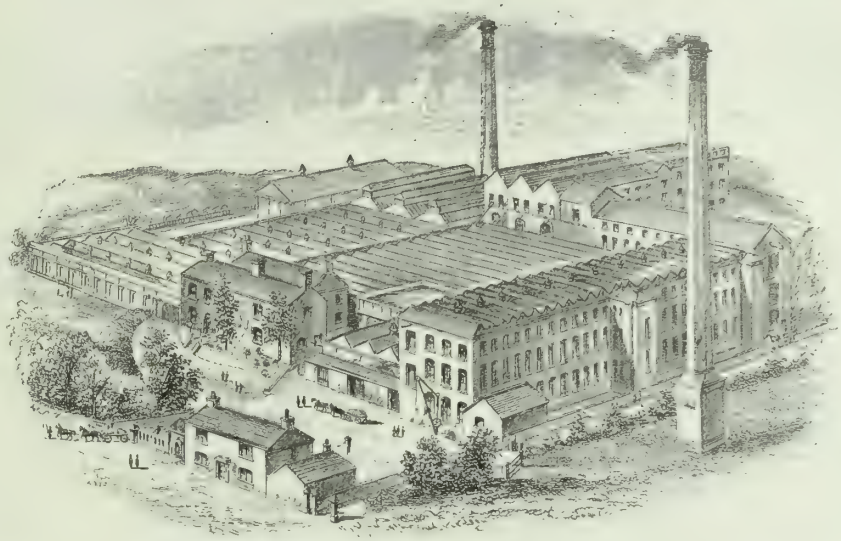
ASK FOR

BURNLEY'S WOOLS.

TRADE MARK
REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

0½ and 00 Worsteds, &c., &c.

ESTABLISHED 1752

THOMAS BURNLEY & SONS, LIMITED

MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

AGENT:—DAVID M. CHORLTON : : 30 HOSPITAL STREET, MONTREAL

"Ceetee" Underwear

THE KIND THAT WILL NOT SHRINK

We can conceive no stronger guarantee than that which we give with every garment of "Ceetee" Underwear—that "Ceetee" positively will not shrink! No frills to this statement: just a straightforward guarantee, backed by our undertaking to instantly replace any faulty garment.

Think what such a guarantee means in recommending "Ceetee" to your customers!

Make generous provision for this phenomenal seller when next ordering.

The C. TURNBULL CO. of Galt, Ltd.

GALT ONT.

TRADE 

MARK

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

DRESS ACCESSORIES AND NECKWEAR

Laces for June Selling

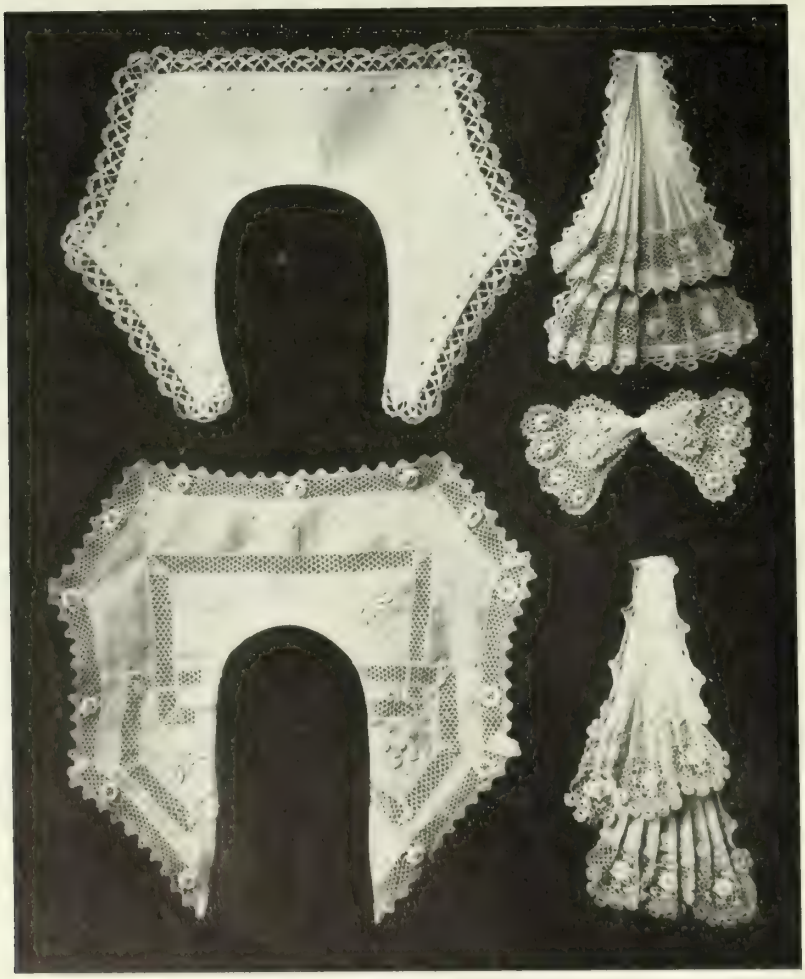
Point de Venise Strong at Present — Great Demand for Bandings — Cluny in All-Linen Threads Much Wanted

LACES have proved to be a feature of this season's dress accessories to an extent beyond the most sanguine hopes of importers and wholesalers.

All-over laces have received so many repeat orders, that import firms have been kept busy cabling for them. Yokes and undersleeves are seen in so many of the new dresses, and chemisettes are so much worn, that scarcely a woman but will require one or two of these useful accessories in her wardrobe. As the detachable variety of chemisette, which can be worn with several dresses, and laundered quite independently of the dress, is the general favorite, and as these are quite easy to make, most women are buying the goods by the yard in preference to the ready-made article. Many dresses are shown without yoke or undersleeves, and may either be worn in Dutch neck effect or the chemisette added.

All-over laces are also used for portions of the bodice in the new combination effects, into which the material of the dress, an all-over, and sometimes a banding also, are interwoven.

All the regular nets used for yokes and sleeves are excellent. The return of point d'esprit to favor is spoken of in some quarters. This is a popular article which offers the merchant a very fair margin of profit. Baby Irish and Brussels nets are now very good.



NEW YORK NOVELTIES IN NECKWEAR.

The group includes Sailor collar of pique, edged with Cluny and a line of colored dots. Coral, cadet, pink and black are the chief colors used; pleated jabot trimmed with Irish crochet lace; large square linen collar with lines of Irish crochet lace and edge of the same. The sprigs and dots are of hand embroidery. Bow of Irish lace

SCARCE GOODS

For Immediate Delivery

EMBROIDERY, FLOUNCINGS, All Widths.

ALLOVERS, Splendid Range of Patterns.

NETS ALLOVERS, Tucked, Tinsel and Gilt Effects.

COLORED EMBROIDERIES, Guipure, Oriental.

SEND US A LETTER ORDER

SANDERSON'S

LIMITED

66 Wellington St. West, - - - TORONTO

Cluny, particularly the excellent imitations in all-linen thread makes, is a lace at present much wanted for early Summer selling. It will be seen in wide and narrow bands, particularly for use in linen dresses. Real Cluny will be one of the high style trimmings, both for exclusive lingerie and dressy models.

Filet mesh bandings and trimmings are selling fairly well, but not so widely exploited as was at first expected.

Chantilly laces have been having another lease of popular favor. They are now being taken by the millinery trade everywhere, and are also to be seen as a dress trimming. Black and cream are the favored shades, but all-over Chantilly lace and some other forms have been seen in colors. Blue and brown were the shades noted.

Record Neckwear Season

Wash Lines are Already Being Featured — Sailor Styles Favored — Novelties in Bows and Jabots and Fichus.

In spite of the fact that the neckwear season opened unusually early, no abatement of demand has been felt or will be felt for some time. Nineteen-eleven promises to be a record season for neckwear, and great variety of new styles is presented, so that the public will have a wide choice of novelties.

Retailers are already featuring displays of washable neckwear, and the styles taken are far in advance of the usual Easter demand.

Owing to the early arrival of the high style features, repeats are already being asked for.

A few of the numbers which have been particularly well received, and on which repeat orders will undoubtedly be registered from time to time, include the sailor collar and dickey of satin, with or without cuffs to match, and trimmed with fancy contrasting silk, the Quaker Girl collar of lingerie, white lawn with band round edge of striped or checked black-and-white lawn, dickey to match, the fichu collar with jabot front ends, and in a variety of shapes, the regulation fichu and the sailor collar in front cross-over designs for wear with surplice waists, as well as a great variety of ordinary Dutch collars, with or without attached jabots.

The merchant who purchases his stock within these lines, stocking a considerable number of the popular varieties, with a carefully selected minimum of the more extreme, can scarcely fail to make good profit.

Jabots will prove a reliable line in all their various styles. Side-pleated and cascade effects are showing life at the present time, owing to their being wanted for wear with coats when furs are laid aside. Marquisette will be much featured for the articles which are to go to the tub from time to time, and yet appear as dainty and summery as possible.

Small bows of satin in bright colors are worn with smart tailored outfits, both on the soft and stiff stand-up-turn-down collars. They are also used with Dutch and other low collars. Bows of tissue and lingerie bows are also seen. Many of the silk and satin bows are edged with contrasting material, checks being popular, and some have little touches

of beading or hand-painted floral decoration. A great variety of shapes is seen, floral effects being favored.

Striped and Floral Ribbons

Satin Sashes and Girdles in New Shades, Including Light Emerald, Helen Pink, Coral and Coronation Blue.

So far, the early predictions of the season have been fulfilled in the ribbon line. Little of a strikingly new character has appeared, with the exception of the conspicuous wide stripe in solid color on contrasting (generally white) ground, and the floral effects, also arranged in wide stripes. These are favorites among the millinery ribbons, much black and white having been seen, though present tendencies point to the substitution of clear, bright color effects.

For sashes and girdles, of which the season promises to be most prolific, satin ribbons, particularly



Round collar of lawn with V-shaped inserts of tucked lawn outlined with Valenciennes lace. A line of Val. insertion and an edge of the same lace finishes the collar.

Jabot of fine Organdy, embroidered in polka and dots in colour, lace edging.

New turn-over stock collar with double jabot, coloured, fold edges and buttons. Shown by Moulton Manufacturing Co., Limited, Montreal.

the soft duchesse variety, seem to be preferred. Many new and beautiful shades are offered, including a very clear, bright emerald in medium to light shades, coral, Helen pink and coronation blue. A great many pinks and rose-color effects are seen. It looks as if more pink, in a wide range of shades, will be seen this summer than for many seasons. Other very attractive shades were clematis, mauve, maize, putty and cerise.



Sailor collar of pique, bound with pale blue and trimmed with pale blue star and anchor motifs. Shown by Sandersons, Limited, Toronto.

Sashes and girdles are being shown made-up, in the ribbon departments, in great numbers. Many have made flowers, large and small, as garniture, on the ends or at the waist. Very dainty little button roses of the same shade as the sash weighted the ends of one of the fancy specimens.

Very tiny floral bodice garnitures, made up into dainty round knots, will be worn. These consist of a single ribbon flower with, perhaps, a spray of lilacs, or other small, artificial flowers in variegated but harmonizing tints. Similar effects are used in wreaths for the hair. So great is the demand for this sort of article that large stores are now making special display of made ribbon roses in all sizes, at the ribbon counter.

These flowers have the usual rose hip, and a tiny spray of maidenhair is added for greenery. Smaller ones sell by the dozen, larger at so much apiece. It would seem to be an economical way of using up ends of ribbon profitably, besides attracting attention and drawing custom.

Embroidered Marquisette Novelty.

For lingerie dresses of the better class, marquisette, embroidered in the same way as the fine Swisses, is now being offered. This is the same fabric which has leaped into popularity for Summer waists and for collars and jabots of the filmy sort. A set consists of deep flouncing for the skirt, with narrower bands for bodice trimmings, etc., and enough plain material to complete the dress.

Very dainty colored embroideries were included, as well as black on white ground, and plain white effects. Colors comprised lavender, Saxe or Copenhagen blue, and Helen pink.

FANCY GOODS NOTIONS and TOYS

Madame Sherry Bag a Leader

Suedes in New Shapes Constitute Best Selling Line at Present — Wishbone and Oval Frames —Small Chatelaine Purses Again Seen

SUEDE bags in full range of colors, with wishbone or oval frames, in Madame Sherry shape, and cordeliere handles, are the best sellers at present. Great variety, both in mounts and cordelieres, is seen. Prices range from numbers which retail at $1 to $20 styles. More expensive lines show elaborate cordelieres, wide, braided effects



The ivory bag of velvet or suede — Shown by The Canadian Leather Goods Co., Montreal.

and fancy tassels being used. These also have mother o' pearl mountings, which are expensive owing to the difficulty in shaping them to the curved frame. Linings range from the popular moire to the most delicate brocaded silks, and some kid linings are also seen. In all cases a shade contrasting with the outside color is preferred. So far, few of these bags have any inside equipment whatever, the depth and absence of corners making them quite convenient for change. The prevailing idea seems to be to have them flat as possible.

A high novelty, consists of a bag which is literally "flat as a pancake," with thin metal mount and soft, suede body.

Small chatelaine purses are again seen, mostly in suede in shapes to imitate the popular Madame Sherry and the square bag. What the future for these bags will be it is at present impossible to predicate.

Metal mesh bags have seen considerable revival, but remain an article for dressy rather than for general wear.

Popularity of Fabric Bags.

Fabric bags have from time to time been heralded to the trade in this country, only to prove such a partial success that natural hesitation is felt in again recommending them. Nevertheless, every report from London, Paris and New York contains mention of these bags, and a certain amount of demand cannot fail to be felt here as the season opens.

These bags have numerous advantages, which speak for themselves. They come in the popular shape, wishbone or Madame Sherry; they have the newest novelties of cordeliere, and the fabrics used are wearable and handsome. Black satin is much featured, as also are tapestry and brocade effects in rich, dark shades. These bags are delicately harmonized as to color scheme throughout, with mounts, linings and cordeliere to correspond.

Novelty in Art Needlework

New Blouses Stamped for Bulgarian Embroidery — Rich, Bright Colors Prevail — German Crash for Covers, Cushions and Knicknacks

A new, import line of blouses stamped for embroidery should interest the retailer who is looking for an attractive novelty to add life to the regular stock of embroideries and fancies.

The blouses are usually of white cotton voile or marquisette, very fine and sheer, of the well-known French variety. They are designed to be made up in the peasant or kimona style, with or without collar, Dutch necks and short sleeves being favored. The pattern is not very elaborate, being usually arranged about the neck and as a cuff finish to the sleeves. The design shows solid, conventional figures to be worked in with clear, very bright colors. A special floss is used. When finished, this makes a very effective waist at a small cost of money and labor. These waists are now being shown by leading retailers in their ready-to-wear departments, and are well received by the public.

German crash maintains its high position as the leading material for all sorts of fancy work. Cushions of this fabric are decorated variously with stencilled patterns, embroideries, braidings or pen-and-ink sketches, and finished with cord or fringe. The crash owes its popularity to the fact that it is softer and more pliable than burlap, will wash admirably, and at the same time has the coarse weave and harmonizing tint of an "arts and crafts" cloth.

Mercerized flosses are very strong this season, and it is widely predicted that they will eventually take the place of the silk. This is partly owing to the nature of the fabrics used as groundwork for the embroideries of to-day, and to the general preference for an article which will wash and keep its color. Wood silk is much used for solid embroidered and art nouveau designs.

Bonazed, jaspe and rep fabrics stand in good position as high-class novelties. These materials lend themselves to stenciling by preference, floral and art nouveau designs being seen.

Attention is called to the full line of fringes, plain and fancy, now being shown for the new covers and slips. These fringes are usually in cream, or deep ecru or Arab shades, and will be more used than anything else as a finish for fancy articles.

Cross-stitch embroideries are gaining ground in popular favor and promise to be one of the best lines for selling at prices calculated to appeal to everybody.

Post Cards and Souvenirs.

The fancy goods dealer who stocks post cards and souvenirs for Summer visitors' trade should order now, as the choicest of these lines will be picked over as the season advances.

A good trade will be done in popular-priced lines of coronation jewelry, but this can only be expected to last for a few weeks at best. Postals of local scenery, articles which the scenery seem to suggest, the ever-popular Indian souvenirs, in places further out, and jewelry bearing the name of the place, will be found good sellers. Good profits are made where a timely and careful selection is got together. Souvenir spoons have proved a profitable line, and this year sees the revival of the bead chains and daisy chains.

Toys calculated to appeal to children in Summertime may also have a souvenir value. Souvenir hatpins are particularly good to catch the attention of women tourists.

The retailer who is up-to-date will call to mind the fact that people who can afford to travel can also afford to pay for a neat and handsome article, rather than a tawdry, cheap one. In some places good money is lost through want of quality in articles specially stocked for the Summer trade. The merchant who shows convincing values will find that it pays.

Parasols for New Season's Fancy Goods.

A splendid seller for this Spring and Summer has been the silk parasol in dark shades. This style has all the practical value of an umbrella, while being also a splendid sunshade. The silk is waterproof. Coronation blue, brown, the new "Paddy" green and dark red are shown.

Dainty Summer parasols of silk or linen or mercerized fabric have deep floral borders, showing Dresden colorings in massed effects. Many of these parasols are trimmed underneath, instead of on top. Some have light-colored Persian band trimmings.

A high novelty is the insertion of a puff-box or mirror in the mushroom handle of the parasol. This is quite concealed, opening by a hidden spring. Long handles are the vogue at present, though the very long styles seen last season are giving place to a moderate length, which is graceful and will not warp.

NAIAD
The Shield that Sells



—UNSEEN—NAIAD PROTECTS—

Beauty—Quality
Cleanliness

ARE THREE OF THE LEADING FEATURES OF THE

NAIAD
DRESS SHIELD

Its hygienic features are worthy of special mention and the Naiad can be easily and quickly sterilized by immersing in boiling water for a few seconds only—the one way to kill germs.

The Naiad stands the test of the dealer for salability, business increasing, stock-turning profit, and "clean selling."
NAIADS NEVER GO BAD

With the summer season to hand, Dress Shields become a steady selling staple. Keep stocks up.

Sample Book on Request.

Wrinch, McLaren & Co.
SOLE CANADIAN MANUFACTURERS
77 Wellington St. W., Toronto, Can.

NAIAD
The Shield that Pleases

Selling Specials Before Specified Date

Merchants Replying to "Review's" Cartoon Hold That Advertising Must Mean Just What It Says — All Customers Should be Given Exactly the Same Treatment — Any Other Course Would Attract From Significance

HOW would a merchant or one of his salespeople reply to a customer who, an seeing a display of neckwear ticketed at special prices for a certain day, requests that she be allowed to make a previous selection therefrom at the special prices, owing to the fact that she would not be able to come to town to attend the sale?

This was the problem described in the last cartoon published by The Review. It is a problem which has undoubtedly confronted every merchant in the country who has ever held a special sale. It is one which has more direct bearing upon the store's advertising than upon any other element of merchandising. It is not a matter where the value is brought primarily into question.

An Advertising Problem.

The customer's request is made in connection with a special sale, one of the first objects of which is advertising. In many places, merchants hold these



CUSTOMER:—"I notice that you are having a special sale of neckwear to-morrow, and I will not be able to come to town for it. Will you not permit me to select a collar and jabot from your window to-day at the special prices?"

sales on a specified date and people in town and surrounding country are educated to look forward to that date. Where the merchant does not go in regularly for these sales, but holds one now and then, he should announce it sufficiently far in advance so that the number of his customers who do not hear about it will be very few. In considering the replies received, therefore, it is taken for granted that the sale had been thoroughly advertised, and that the merchant insists, in season and out of season, that his advertising means just what it says, that his display window is in every way as genuine as the written word which represents him in his newspaper space.

Many of the replies received indicate that there are merchants who assume no two positions on matters of this kind. They place a high value upon the sincerity of their advertising. They recognize that a solitary breach in a matter of this kind may become a gaping hole and that people would soon learn to "see through." Special sales would soon lose their significance.

Where Should the Lid be Dropped?

There is undoubtedly great difference of opinion as to the point at which the lid of discretion should be sealed down tight in matters of this kind. It is a hard matter for a merchant to refuse an old customer who makes a request of this kind, but proper precautions having been taken, no such request should ever reach him. A panel inserted in the advertisement or a card in the window, stating that requests for articles to be held or reserved would have no effect, and that every person would be given the same opportunity, should discourage any inclination to ask for special favors.

Very often, when a person sees an article she is determined upon having, she will find it possible to make arrangements with friends or relatives in the town to shop for her. Of course, instances have come to light where people have made such request merely with the object of getting over any necessity to be on hand early or take chances with others attracted by the sale.

Customers Not Always Sincere.

In one reply, a merchant points out that in connection with a sale of waists, he refused a customer who tried to make previous arrangements. She pointed out that it would be absolutely impossible for her to be present. What was his surprise, however, to find that she was among the first to reach the store on the morning of the sale. A merchant in another line tells The Review that he foolishly allowed a customer to select an article from some goods that were displayed for future sale. She stated that she would call for it the following week if he put it aside for her first thing on the morning of the sale. He did so, and was somewhat annoyed when he saw the woman drive past his store early on the day of the sale. She evidently forgot her previous statement and called that day for the article. When the merchant reminded her of the understanding she had given him in the matter, she had nothing to say. She is still dealing at the store, but never again requested selection of an article prior to the sale date. Instances of this kind are fortunately very rare, and there are quite a number of merchants who are governed entirely by circumstances in making decision in a problem such as described. Instead of having a set policy in the matter they take each case as it comes and deal with it as tactfully as possible, assuming whatever risk there may be of more frequent repetition.

Would Try to Sell Other Goods.

The first award has been made to E. G. Rogers, with The Arcade, Limited, Hamilton. Here the salesman stands by his advertising, but endeavors to interest the person in lines direct from stock. This certainly seems an excellent course to pursue, for, even should the customer not purchase, she may be made so interested in the goods that she will in some way get over the difficulties presented and attend the

sale either in person or by proxy. Mr. Rogers' reply is as follows:—

"No, we cannot sell any of those goods to-day. We make a hard and fast rule, when we have special sales, that no goods of that particular line be sold previous to date of sale, especially as we always make a point of advertising them in the daily papers as well as making window displays. And it would be very disappointing if a lady came to the store to-morrow for an article and we had to say, 'Mrs. Smith, I am very sorry, that was sold yesterday.'

"At the same time, I introduce some of our best lines in a similar class of goods as advertised, emphasizing on the good values we always give, and many times have been successful in making a sale. Failing to make a sale, I return to the specially advertised goods, talk up their extraordinary values and try to enthuse the customer so that she or he will make an effort to be on hand to take advantage of the special sale."

Induce Customers to Watch Advertising.

The second prize has been awarded Jas. Barker, with J. A. Mulligan, Wardsville, Ont. In his reply he explains to the customer just what would happen if such requests became more frequent, emphasizes the fact that the sales are held regularly every Tuesday, thereby giving her information by which she may be guided in future and which should certainly induce her to watch for the store's advertising. At the same time the salesman suggests a way out of the difficulty which leaves further responsibility in the matter with the customer herself. Mr. Barker points out that on the Saturday previous to their special sales they trim their windows with the Tuesday offerings, thereby giving country people opportunity to know, well in advance, what they may buy on the sale day.

"We answer all requests, without exception to anyone, something like this," writes Mr. Barker.

"We are very sorry, Mrs. B., but we could not possibly do it. It is our hard and fast rule to do exactly as we advertise and besides, you see, it would be breaking faith with the customers who wait until the appointed time. If you knew the number who asked for the same favor you would understand how impossible it is for us to grant it. I suppose our town customers have a slight advantage, but why not have one of your neighbors, who will be coming to town, call and purchase these for you. Am sorry you cannot get in yourself, but hope you will to our next sale. We have a bargain sale every Tuesday and can assure you the bargains will be well worth coming for."

Special is a Special.

The third reply goes to F. A. Carter, with R. P. Whitman & Sons, Canso, N.S. This reply is calculated to establish firmly in the customer's mind that with Whitman & Sons a special is a special and that given proper advertising, no person should ask for advantages prior to others. Mr. Carter's reply is as follows:—

"Very sorry indeed, but the special bargains we offer are for special days only, and you can understand that departing from these regulations would throw our whole system into disorder.

"You certainly have as much right as any other of our customers to participate in any reductions offered, and naturally other people would expect the same treatment—so to be fair to all, we must stick to our special sale system, and we can prove to you that it will pay you also to wait until to-morrow, because should every customer who asks these special favors be favored in this way, price-cutting and high and low prices would prevail, and you could never tell just when you were buying a thing right.

"Now, with our established reputation, you can depend upon a special sale being something special, and worth waiting for.

"We hope you will get in to see us to-morrow."

How the Customer Reasons.

It cannot be said that polite refusal in a matter of this kind would offend a customer and drive him or her to another store. A special sale properly conducted will never lose its drawing power, once confidence is inspired in them. The people who formerly asked for favors should come to appreciate them all the more. It is safe to say that the lady in the problem would, sometime later, reason like this: "Well, this merchant has sold this to me in advance. He must do it for other people. Why haven't I tried this before? I must tell Mrs. Brown about it." Thus the matter finds wide circulation and in succeeding sales, the merchant is likely to have same problem on his hands.

An Interesting Incident.

In some of the replies, the reply to the customer was not given in the salesman's own words. A third person narrative gives little insight into the salesman's address in a matter of this kind where it is of exceptional importance. A reply from Brown Bros., Arkona, is given in this way and since it relates an actual incident, is repeated here:—

The request would be absolutely refused, and explanation for doing so would be so plain and to the point that the average person would almost feel ashamed for doing so.

"During January, last, we had a china and glassware sale. One week before the sale we had a window tastefully dressed and a large ticket announcing "Your choice. Any piece in window, 19c." On another card we announced that sale would take place the following Saturday at 2 p.m. To make things interesting and get the ladies talking, we placed prominently in window, half dozen 50c and 75c articles. Of course we had them coming in, not necessarily wanting to buy, as much as to put their names on pieces, so as they would be sure to secure them. Might say in all cases they were firmly refused.

"One lady, in particular, we well remember. She was one of a kind that has nerve enough for anything. She fairly coaxed for us to put her name on one of the best pieces, but we told her she would have to take her chances with the rest.

"When Saturday and the hour of sale came round, our lady friend was amongst the bunch, but she was not fortunate enough to secure one of the six better pieces.

"Our Special Sales are proving a success—customers know when we advertise, there is no monkeying; things are done on the square. Everybody is placed on an equal footing."

Where there is a large assortment of articles offered, merchants sometimes feel justified in agree-

ing to set aside, on the morning of the sale, an article previously indicated by a customer. This is done in most cases, before the sale opens, but frequently a merchant will pick the article from the counter while the sale is on. This seems reasonable and fair to a certain extent, but in matters of this kind it appears advisable for the merchant to avoid all personal responsibility.

Never Adopted One-day Specials.

Commenting on this problem, Angus McNaughton, Huntingdon, Que., has this to say: "Being a country merchant, we have never adopted the one-day special prices, and look upon it as a mistake. We find the better way when special values are going, to give all the same opportunity, six days in the week while the goods are for sale. If we have goods in the window marked special prices, the first one who wants the goods will get them, although a tactful salesman should be able to sell the goods that are on the shelves or counter. We all know special prices do not always mean special values, as a rule, it is only one of the modern tricks of the trade, like marking a 45-cent article special price at 49 cents.

An Adjustable T Stand.

A double T adjustable stand is illustrated which could be easily made from materials at hand in any dry goods store. Window trimmers should find such a fixture suitable for draping dress goods, wash goods and similar fabrics.

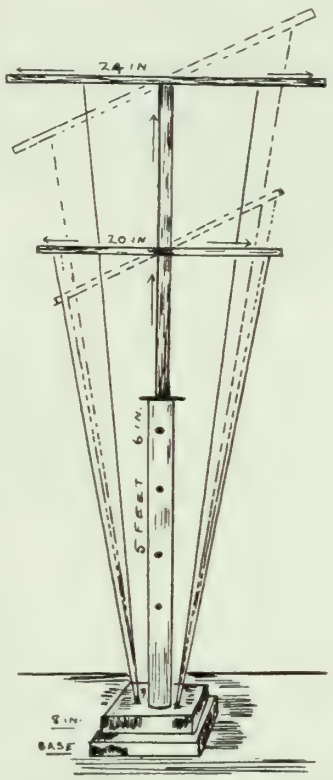
To make this fixture an ordinary 8 x 8 inch base should be used and in order to adjust to any required elevation the upright is made to extend from 3 to 6 feet. The upper cross piece should be about 24 inches and the lower one 20 inches wide. Each of these sticks must be sufficiently strong and therefore about 1 inch square. In order to adjust these cross pieces to any angle heavy twine is fastened from them to hooks in either side of the base. Such an arrangement enables trimmers to fasten them in place and in any desired position. Dotted lines show a possible angle.

Many easy drapes can be quickly made and window trimmers could prepare a series of useful fixtures along similar lines and to suit their own preference.

An easy drape is also shown in the other illustration. In this drape the material is laid plain over the upper T and extends to the floor. Then the goods is attached at point A by the selvedge allowed to sweep to the bottom and the edge again drawn to A. A rosette is then made at point B and the fabric allowed to fall in semi-circular fold between A and B. From point B to the floor the goods falls gracefully in any number of folds necessary or to suit the trimmer who can judge for himself when the required fulness is reached in keeping with the balance of the drape generally. It is always necessary to turn the selvedge under so that it does not show.

A parasol could be used as suggested and all over lace or banding placed over the centre. Collars, belts, handbags, buckles or floral decorations are usually used to relieve otherwise bare places. Millinery parasols and scarfs are also shown to advantage, when the grouping is planned to match or complete a possible combination for the particular garment or season that the material is suitable for.

Trimmers sometimes outline the completed drape with adaptable trimming, and ribbons or silk are al-



Adjustable T stand with dimensions, and showing possible angle. Used by Jas. McNicholl with Richard Hall & Son, Peterborough.

so used in bows and rosettes of soft puffing effect. The accessories chosen are generally decided by the trimmer's ability to combine or contrast colors and



T drape with rosette made on an adjustable stand. Suggested by Jas. McNicholl, with Richard Hall & Son, Peterborough.

ingenuity to strikingly group required necessities in completing such a toilette as the fabric itself commends.

ART OF DISPLAY

and

Modern Store Equipment

Now for Summery Displays

Contrast Seasonable Fabrics With Washable Ready-to-Wear Lines—Suggested Combination for Window Trims—Feature Children's Wear

May 1st denotes the beginning of Summer merchandising in most stores and lines most suitable for warm weather wear are shown in the windows and throughout the general ledge and counter trims.

After the annual Spring rush in the homefurnishings department people have time to consider lightweight materials and displays suggest coolness and airyness and point to future warmer days. Merchants, therefore, require that wash goods and suitable accessories, colored parasols, wash collars and belts, with suggestions for making up garments, be given more display space. At this time of the year customers are prominently shown the assortments that cover the entire range of summer needs.

The wash goods department has become more and more important each year, and with the advances in manufacture, combined with many successful methods of display this season of the year is partially one of pleasure to most window trimmers.

During the last few years it has become the practice of window trimmers to feature ready-to-wear tub suits, princess dresses, house dresses, wrappers and lingerie blouses in contrast with wash goods displays. This has suggested a successful method for trimming the wash fabrics on display.

Weaves and patterns are more useful possibly than color in planning arrangements, and successful trims most generally give style trend or combinations for carrying out newest style ideas.



Half form drape and arrangement by H. Robinson with R. McKay & Co., Hamilton, Ont.

CORONATION WINDOW CONTEST.

In order that the Art of Display Department of The Dry Goods Review may not only be a source of inspiration, but also of distinct assistance to window trimmers from one end of Canada to the other, in connection with the forthcoming coronation season, arrangements have been completed for a special window suggestion contest.

For each of the three best suggestions for coronation window background, to be sketched or photographed, $5 in cash will be awarded, and that all may have an opportunity, the contest has been arranged with regard to population as follows:—

$5.00 for best suggestion from towns up to 10,000.

$5.00 for best suggestion from cities up to 20,000.

$5.00 for best suggestion from cities over 20,000.

All entries not awarded prizes as above stipulated, but used in The Dry Goods Review, will be paid for at regular photograph rates, and all entries accepted must be exclusively the property of The Dry Goods Review.

The prize winners will appear in a number of The Dry Goods Review sufficiently far in advance of the coronation to be of use to trimmers throughout Canada. All designs or photos must be in the hands of the editor of The Dry Goods Review by May 15.

This contest is entirely apart from the monthly competition.

Best Wash Goods Displays.

In displaying wash goods a white window introducing heavier weight fabrics such as Indian heads, embroidery linens and reps is timely. Linen embroidered parasols, embroidery floss, collar and cuff patterns for working and suitable trimmings such as broad bandings and insertion or sets of baby Irish are displayed. In completing this window pearl buckles or crochet buttons, full pieces of lace and white gloves are used effectively on most promiscous points in line with the customers' vision. Full boxes of Persian lawn or organdie give an effect of newness to the display.

Year after year also, comes the zephyr gingham display and either 15c or 25c lines prove selling numbers. A striking window this year could be made by showing large over plaid designs on full and half figure forms. Plain and stripe chambrays, also require a ledge or window space. Embroidery insertions colored parasols and wash collars and belts complete this window.

It is also advisable to introduce a combined window of heavier colored fabrics at this season such as reps, cords, diagonals and linens. An all linen color window shown with materials suitable for trimming and assembled with parasols, gloves, stock linen or fancy collars and brass buttons would make an effective trim this year. A telling assortment of these lines is always possible at the 25c price.

Annual Ribbon and Staple Sales.

Merchants often conduct value events on staples in order to secure any business that otherwise would be lost in the housecleaning turmoil. This will also necessitate quick trims of such windows, as towels and towelling, bedding cottons, sheetings, tickings, and prints or mill ends. These trims are for one day's selling and speed is required to enable trimmers to place them. One price windows are best and usually show ginghams at 11½c or 14½c; print mill ends at 10½c; towelling ends at 39c or 48c or sheeting lengths at 69c or $1.19, and such odd price quotations. This lever generally brings the required sales on early wash goods fabrics.

Another event of importance is the annual sale of ribbons. Stocky trims are used at this time and prices on natty tickets referring to the values offered are the "stock in trade" of the trimmer in preparing the window. Bows, rosettes and floral designs are used to cap each drape or pyramid of ribbon bolts.

Show Wash Goods Garments in Contrast.

By way of contrast and in order to derive any benefit of previous advertising the washable garments and elaborate silk and lingerie one and two-piece dresses are displayed during the second or third week in May. The ready-to-wear department shows these lines so as to allow special holiday windows for Victoria day.

In displaying shepherd's check dresses, military red serge forms a striking contrast for outlining or puffing. Coronation red could also be introduced in forming a background. Hand bags, belts, purses and parasols with blouse forms are used in assembling these displays. Silk dresses and other fabric dresses are shown in similar settings. Models used are usually the most striking or important in the section. In one price windows $5.00, $6.95, $9.95 in heavier lines and $3.95, $5.00, $7.50 in mulls are successful in directing business to the ready-to-wear department.



Simple setting for mid-summer millinery opening display. Nile green and white background and white felt floor, easel pedestal and jardiniere suggestions. From Edwin McIlroy, for W. E. Maxwell, St. Thomas, Ont.

Ladies' house dresses, wrappers, tailored blouses, wash skirts and underskirts require individual or group displays. A strong feature in displaying these lines is in the saving of labor involved as an argument for customers selecting the ready-made garments.

class suits. This has become more and more important on account of the growing demand for princess one-piece dresses and tub wash garments. Remembering that Victoria day business is still to come, price changes do not require to be too pronounced. Amount of stock is the best criterion; however, it is



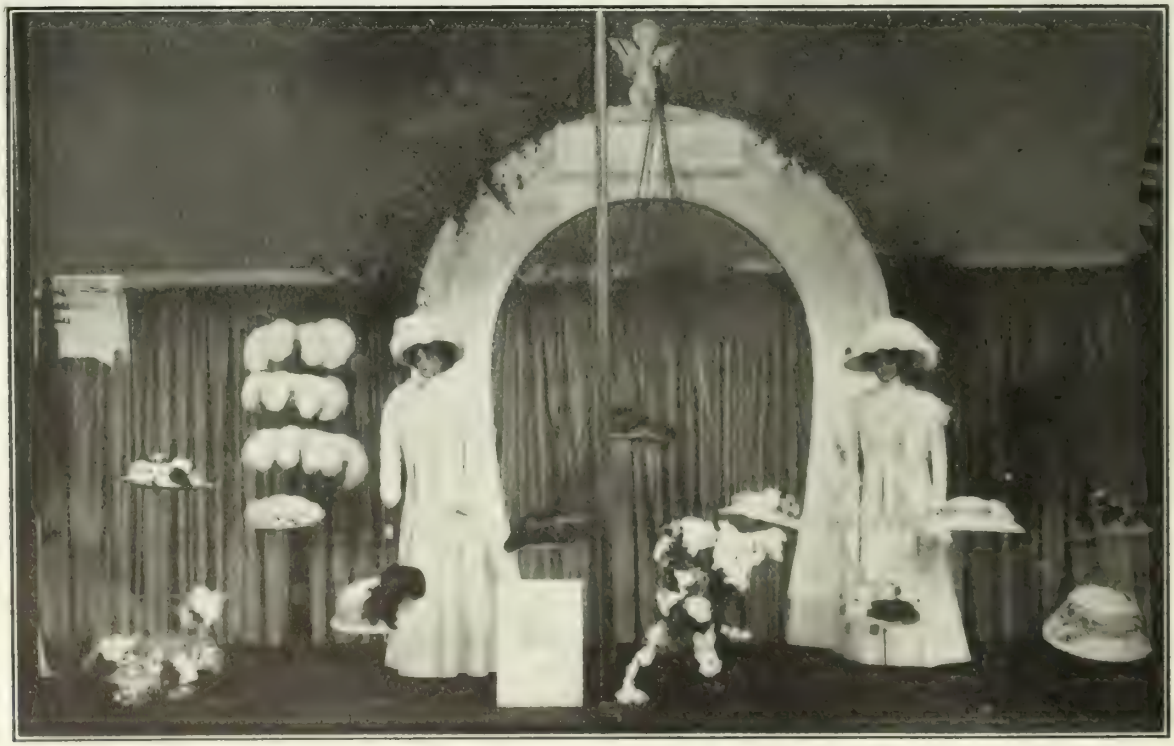
Annual gingham display for May windows, arranged by Warren Andrews with The Anderson Co., St. Thomas.

Muslin dressing sacques and combers are also shown in conjunction with wash garments displays.

Reduction on High-Class Novelties.

About this time of the year the first break is made in the prices of ladies' Spring coats and higher

always advisable for the window trimmer to devote a space in order to clear the stock of any window models or extreme styles, which might otherwise be carried over. Price cards showing former price and reduced price are the approved method of obtaining this result.



Millinery and Ready-to-Wear featured in a Horse Show window by The T. Eaton Co., Winnipeg. Simple and effective design enhanced by club colors.

Children's Lines Need More Space.

A growing department, which requires extra display is the children's section and a showy window is possible by combining dresses, coats and rompers with embroidery bonnets and dainty trimmed creations of children's summer millinery. Window trimmers find "all blue" or "all pink" windows appeal to mothers sufficiently to derive sales outside the merits of utility and savings of these latest offerings in children's wear. Small parasols, Teddy bears and stuffed animals, dolls, lawn swings, hammocks and seaside or nursery effects are suitable settings for displaying children's lines at this season of the year.

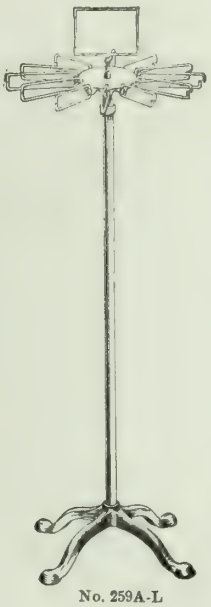


Sketch of a waist drape and grouping of accessories by H Robinson with R. McKay & Co., Hamilton, Ont.

Some stores find it profitable to hold their midsummer millinery openings during the first ten days of May and this department demands a showing for two or three days in a conspicuous window. Extra preparation is given to make this event more prominent and a Summery setting is usually planned. In this manner the millinery season is prolonged, and the new Summer hats are placed before the customers in a proper manner.

BELT STANDS

They Show and Sell the Goods.
We have several styles. This is only one.



No. 259A-L

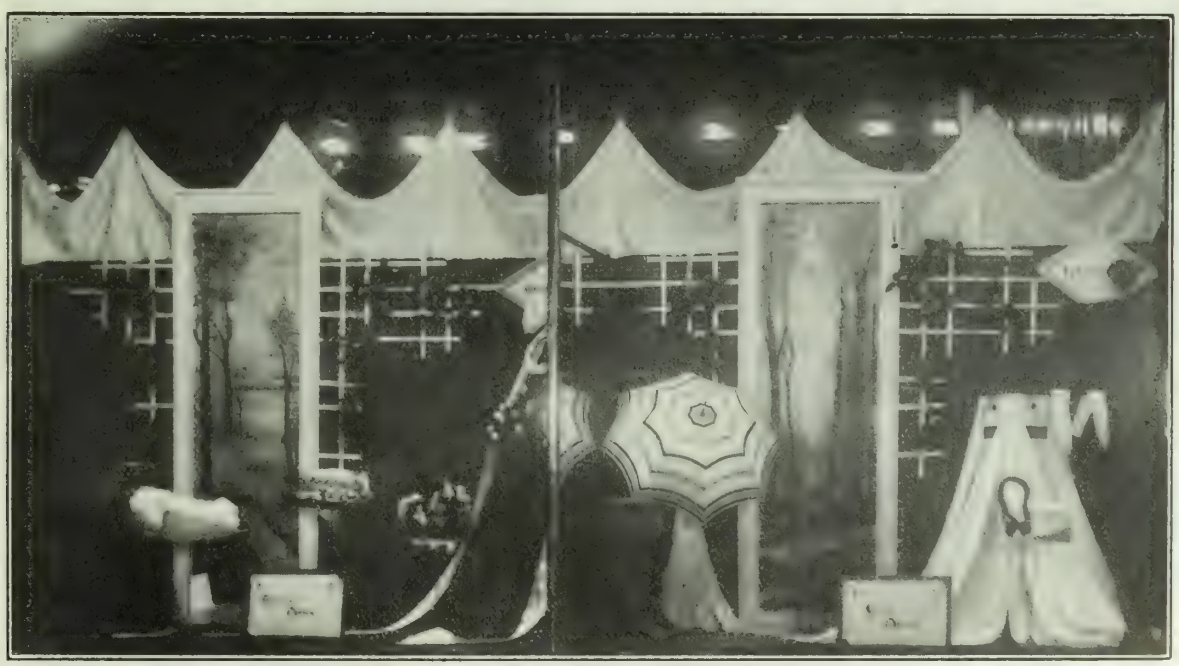
No. 259A-L
REVOLVING STAND

Patented January 25, 1910, 5½ feet high; 12 Holders for belts. Goods securely held till needed. Belt sizes indicated. Card frame 5½ x 7 inches.

Send for special folder on belt stands.

Our new catalogue tells all about display devices for men's wear.

J. R. PALMENBERG'S SONS
Established 1852
710 Broadway, New York
Factory: 87, 89 and 91 West 3rd St., New York
30 Kingston Street } Boston
110 Bedford Street }
10 and 12 Hopkins Place Baltimore



Hand-painted panel background and lattice setting. Scenes painted in water colors and harmonizing shades used in foliage and curtain arrangement. Carl R. Pickard, for Bartlett, McDonald & Gow, Windsor, Ont.

Coronation Window Setting

An Easy and Suggestive Use of Emblems, Curtains and Colonial Background—Suitable Colors and Arrangement for Such a Trim—Stencilling

As a suggestion for a coronation window background a simple colonial effect is illustrated. Any individual color scheme is suitable for such an arrangement. The extreme rear of the window could be done in one color or combined national or coronation colors, hanging plain.

Pillars and framework would look well in white or ivory with gold. White and nile or preferred imperial colors could be used. White with lavender or coronation blue and a white pleated background should prove effective.

The main frame could be painted. White cotton stretched plain and coated with alabastine gives a softened effect. Felt could be used. Wall paper in contrasting medallion effect would also be suitable. Panels are outlined with gold moulding.

Each pillar is capped with a flower vase easily made of small sticks covered with union jacks. These box like receptacles could be suspended by heavy gilded chains. An electric bulb, when lighted gives a pretty effect behind an ordinary five cent jack and a mission lantern effect is gained in this way.

Between the two prominent pillars, a stencilled curtain could be hung on a brass rod. Designs suitable for stencilling include crowns, roses, thistles, shamrocks and similar emblems. Brass rings on each pillar are suggested. Lion heads and brass pole ends would also do instead.

On the centre of each panel a Canadian coat of arms, St. George cross shields, or likenesses of Queen Mary and King George could be shown.

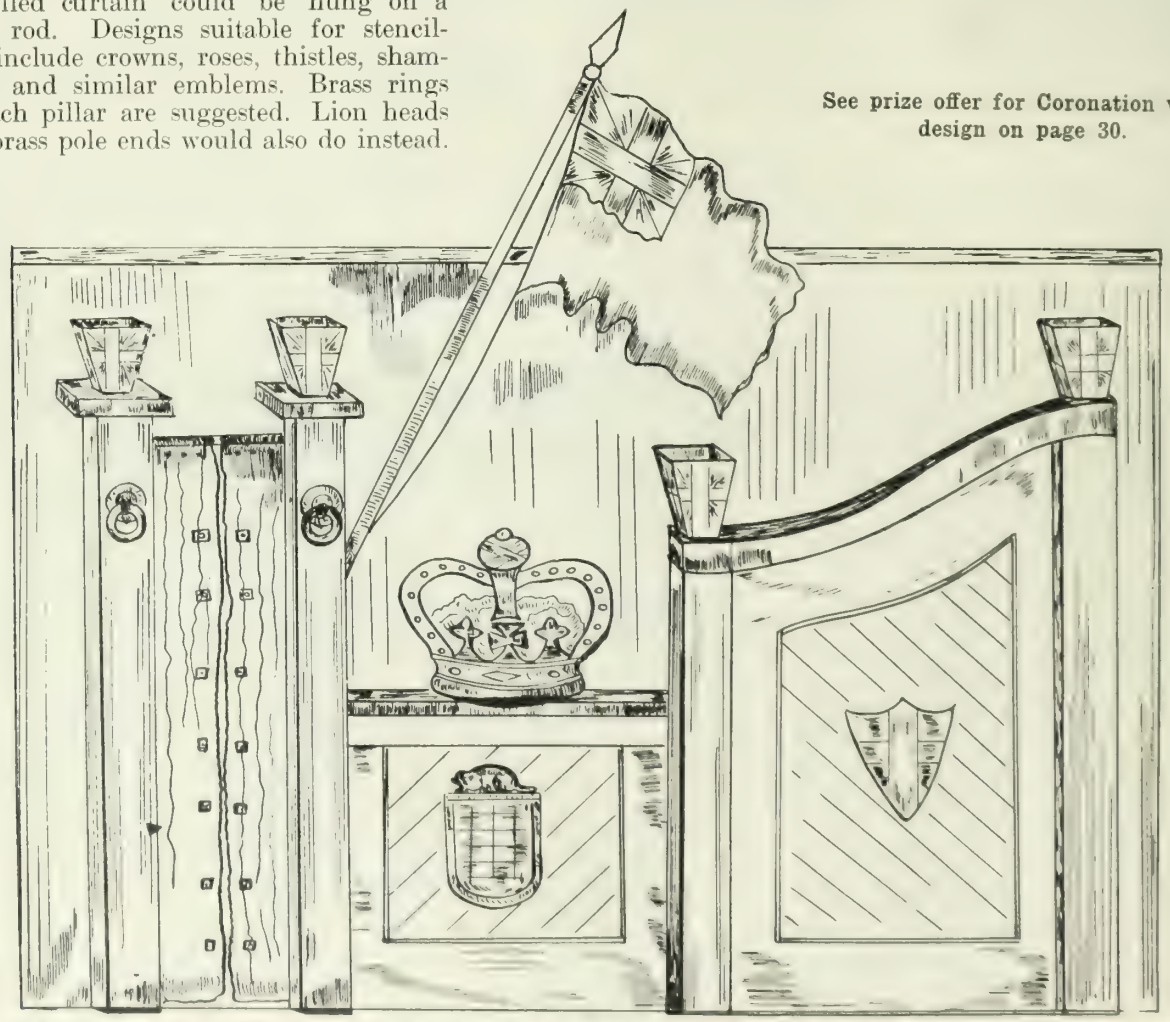
The centrepiece immediately suggests to each individual trimmer just how far his own facilities allow him to carry out the idea. Made in woodwork and highly gilded the crown is possible of numerous shapes, which are equally effective.

Purple or gold velvet would add richness in connection with the gold framework. The large crown could be outlined with electric lights. Smaller crowns could also be used in outlining the top of the background. As a background centrepiece or introduced in many ways the Canadian or British flag would complete a suitable setting. A trophy or group of flags, draped in connection with a shield or coronation scene could be used in a larger window.

Window trimmers throughout Canada will find extra opportunity to carry out original ideas. Merchants are bound to benefit by inviting extra business at a time of the year when window settings are not otherwise prominent, if coronation features are introduced. Nearly every store has available properties that with a little extra effort and small cost creditable coronation displays could be arranged. That larger stores will take advantage of this advertising scheme is a foregone conclusion.

Without a doubt coronation displays will be used generally by window trimmers throughout Canada owing to the many unique arrangements which are possible.

See prize offer for Coronation window design on page 30.



Suggested window background for Coronation displays. Crowns, shields and photos of the King and Queen combined with patriotic colors form a good setting. See prize competition announuncement in this department.

Departments Where Seasonable Displays Aid Selection



Interior view, showing part sections of 3 furnished rooms in Furniture Department of Chas. Austin & Co., Chatham, Ont.



Display of dress goods in the well-arranged department of Murray Kay, Limited. Ledges and centre tables are changed and novel fabrics introduced according to season. Exquisite drapes always feature these displays.

CANADIAN FUR TRADE NEWS

Fur Outlook Very Promising

Manufacturers Now Willing to Forecast Next Season's Styles—Long, Flat Stoles; Soft, Pillow Muffs and Coats From 30" to 52" in Length

STYLES for 1911 are now pretty well settled, and manufacturers and wholesalers are willing to make free forecasts. Public favor will be pretty well divided between the long and short hairs. The former come a little dearer for the most part, and this throws the popular trade back on such proved and deservedly wanted lines as skunk, fox, lynx, and in the cheaper furs, coon and hare. Mink marmot, however, will, as usual, be specially good for this class of trade, being the only short hair which can be handled at strictly minimum prices while giving good wearing satisfaction.

A great deal of fox will be seen, natural skin effects being featured, as well as small, single-skin and long stole styles. Muffs are very large, "as large as people can afford to pay for," as one dealer said. On the whole, the pillow muff has stood the test of time, and will quite over-weigh the claims of any other style for the Winter of 1911-12. A few barrel muffs will also be seen, but they have not become a generally popular article. Very soft lines, oval, square, or pillow, and a somewhat flat effect, are features of the new muffs.

Combinations of fur and chiffon or silk will again be featured, chiefly as French importations, and designed rather as fancy than as generally wearable articles.

⊙

Fashions in Neckpieces.

Seventy-inch stoles in widths up to nine inches are seen. Longer lengths are also to be used, but as these are dressy rather than practical, the weight rests with the former. These stoles are worn about the shoulders, only the narrower varieties being suited to the throw-scarf or cross-over style. A few will be folded in and crossed in front, having chain attachments to hold them in this position. There will also be the usual number of small neckpieces and flat, smallish muffs of Persian and Persian paws.

⊙

Popular Coat Length.

Full-length coats in muskrat, Hudson seal and Persian lamb are much spoken of as a typical style feature of the coming season. Mink coats will, of course, also be seen, but at such prices as are practicable only for large centres of trade.

A good practical length will be from 30 to 36 inches, many reasonably-priced numbers being produced in these sizes. The latter will include rat and marmot. Astrakhan is also regarded very favorably for the coat trade.

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Higher-priced Furs.

"Persian lamb will be good style next Fall, and for many years to come," announced a Montreal fur manufacturer and dealer, in quoting the coming demand, as indicated by orders already placed. "There is more Persian to be had nowadays than there is of any other of the expensive furs, and, besides, it has all the qualities to commend it to popular favor.

"Mink is sterling goods, and is assured of many years' popularity in garments of various kinds. Russian sable, which is always more or less fashionable, is greatly in demand, so much so, indeed, that prices have advanced thirty per cent. since January.

"Seal is probably our most fashionable fur for coats and cloaks, but there is not nearly enough to supply the world's demand, owing to the restrictions placed upon the catch, making it now very small as compared with that of several years ago. Hudson's Bay sable is having its share of popularity in the manufacture of all kinds of garments for next season, and there is little doubt of its success in the world of fashion for a long time to come.

"Ermine—royal ermine, we may well say this year—maintains its value, and possibly may go up in price, owing to the demand for it for the manufacture and trimming of coronation robes. It is estimated by manufacturers who know what they are talking about, that over fifty thousand skins will be required for that event alone.

"Chinchilla continues quite high in price, and we have a slightly increased demand for it this year, especially from American customers. Fisher is a good-wearing fur for all practical purposes, and the demand is slightly on the increase.

"A great many motoring garments for ladies are being sold this season, in raccoon, wallaby, muskrat and even Australian wombat, while Russian pony is more fashionable even than it was last year.

⊙

Some Furs Higher in Price.

"Judging by the sale prices of furs at the three large London sales on April first, there has been a noticeable increase in some of the values.

"Russian sable has advanced 30 per cent.

"Fisher is 15 per cent. higher than it was in January last.

"Cross fox has gone up, being now from 25 to 40 per cent. higher.

BUY

MOOSE HEAD BRAND

FURS

ESTABLISHED 1852

59 YEARS BEFORE THE PUBLIC



Always the Best and Most Reliable

THE HIGHEST GRADE OF FURS MADE

CORRESPONDENCE SOLICITED

L. GNAEDINGER, SON & CO. **MONTREAL**

"Beaver shows an increased demand, and is about 20 per cent. higher in price.

"Squirrel remains at the same price as in January last.

"Mink has advanced from 5 to 10 per cent. since January.

"Raccoon has gone up 15 per cent., and skunk is from 5 to 10 per cent. higher.

"There is a very small depression on silver fox, which, although not a very good wearing fur, is very expensive.

"Wolverine is from 10 to 15 per cent. lower than in January.

"Australian opossum keeps up, and otter is about 10 per cent. higher.

"Sea otter, of which a single skin is worth from $1,200 to $1,500, has advanced 35 per cent. in price since the beginning of the year."

Central Delivery at Chatham.

Retail merchants of Chatham, Ont., at a recent meeting discussed plans for the institution of a central delivery system. The project was unanimously favored, and another meeting will be held in a couple of weeks to consider final arrangements.

An hourly delivery to all parts of the city is planned. This would enable any merchant to deliver goods to every part of the city at the same hour; whereas, at present, if he reaches but two sections in that time he does well. A regular delivery schedule would remove uncertainty on the part of the customer as to when to expect his goods; while the general understanding by the public that the schedule of deliveries was fixed, would probably eliminate the demand for filling "rush" orders. Economy is also anticipated. To send a rig to the city limits now costs approximately seven cents. Frequently two merchants send to the same house. The saving if one rig can be made to do the work of two is obvious; and, spread over a host of deliveries, it mounts up.

A central station to which goods can be taken for delivery would probably have to be established, the system involving hourly collections from the stores and hourly distributions to customers; while the city would have to be mapped out into regular routes.

Dignity of Service.

"We wish to impress on every employe the dignity of service. That is one of the first things. We want them to feel that it is not so much the profit, nor the making of a sale as the pleasing of the customer. This may sound like cant, but I assure you it is what I mean to aim at, what I have always aimed at, and I accepted this position only that I might have greater opportunities along these lines.

"We want to spread this idea of the dignity of service. The old idea of the vulgarity of trade, the ignominy that has always been implied in the word 'clerk,' is fast disappearing. I look forward to the day when it shall disappear altogether. The place behind the counter shall carry with it just as much honor as any other position that any girl can fill."—W. H. Goodwin, general manager, Rea store, Montreal.



A particularly fine millinery department. The Anderson Co., Limited, St. Thomas. Tables and cases are finished in mahogany and walls and ceilings papered a soft light green shade. Green Wilton runners are used on a hardwood floor in this up-to-date dept.

Of Interest to Canadian Millinery Trade

Some New Colors Appear

Putty Color a New Shade—Clear, Bright Greens and Blues—Helen Pink Much Featured—Every Size of Hat Worn

THE oncoming Summer is bringing out new ideas in millinery, and departures from the vogues of early Spring are now seen. While black and white still continue high in popular favor, many touches of very bright colors are seen. A vivid, light emerald, really a regular "Paddy green" is used to "touch up" black and white or dull colored creations.

Pretty colored straws have a particularly chic effect when trimmed with velvet in the above shade or in the new Helen pink. Strong touches of cerise enliven otherwise dull color schemes, but these shades should be used in moderation.

The great vogue for coral cannot be expected to outlast the earliest Summer months if milliners continue to overdo it, as has lately been the case. As a style feature it looks best when used in moderation, in such form as a cabochon, a velvet quill, a knot of made flowers or a bow, rather than for the whole hat. While too free use can scarcely hurt the high style numbers, it will undoubtedly affect deleteriously the very firms which show it. The general rage for coral which is now at its height will undoubtedly turn public attention to all the new pink shades. Helen pink promises to succeed the other shade, and to enjoy as great if not greater popularity.

Coronation blue has been much featured of late, and is in itself a clear, bright shade, calculated to win its way into popular favor. Need of something striking and rich is felt, after the recent vogue of dull shades.

Many pretty mauves are seen. Saxe and Copenhagen blues are in their usual good demand, and some very dainty geranium reds are featured.

⊙

Roll-back Trims for Large Hats.

The brim which turns back off the face in front with a roll more or less sharp in outline is a shape favored among large hats. This is a youthful-looking style which is generally becoming. Simple trimmings are seen, and some of the newest French hats have none at all, depending on the quality of the straw for their "chic."

Napoleon-like models are also much seen, these shapes adapting themselves with special ease to the popular willow plumes. The typical Napoleon is seen, and there are also many practical modifications adapted to needs of middle-aged women, or the woman who demands a strictly-tailored, neat walking hat.

⊙

Helmet Shape in Toques.

Close-fitting lines are the universal rule for the smaller style hats, the helmet-shaped toque and its variations being the high style features in these lines.

Many soft straws are draped so as to fit closely with, perhaps, a single cabochon of contrasting color such as emerald, cerise, coral or Helen pink and quills of same.

Many of these toques are trimmed with velvet quills, or piece velvet in fancy draped effects. Beaded and straw cabochons divide popular favor.

As a general rule, not much wire is used to stiffen the popular toque, great lightness in weight, and a certain amount of softness in adjusting itself to the head being characteristics of the new creations.

MILLINERY

THE RUSH IS ON—Don't disappoint a customer or lose a sale for the want of having the right goods. We can supply you with anything in Millinery from wire to the finished hat. If your workroom is unable to cope with the rush try a few of our trimmed hats.



A few styles from our sheet just issued.

Other Departments.

HATS—New rolled brim and Knox narrow brim Sailors. Javas in rolled brim. Children's small sized Mushrooms.

BRAIDS—Ramea, Pyroxaline, Silk—all shades, including black, white, burnt, navy, paddy green, coral, scarlet.

FLOWERS—In every conceivable mount and shade. June Roses are good. Hair busby mounts are called for.

STAPLES—Ribbons, Velvets, Velvet Ribbons, in all the wanted colorings. Laces, new patterns in Chantilly and Orientals, widths 3 to 10 inches, specially adapted for summer millinery.

SHIPPING—This department will ship your orders quickly and intelligently.

THE D. McCALL COMPANY, Limited
TORONTO
Winnipeg, Montreal, Ottawa, Quebec

Chantilly Laces Much Used.

It has been a remarkable season for Chantilly laces, both as trimmings and forming the body of the hat. The latter effect is produced by shirring the lace on the wires of the frame. Many very pretty black hats were seen in this style, the semi-transparency of the hat being a particularly inviting point, especially when supplemented by dainty knots of small artificial or ribbon flowers.

Chantilly lace veils are also in great demand, both in ivory and black, and Chantilly laces are used for trimmings, facings and fluted quills on large hats.

Willow Plumes Stronger Than Ever.

Despite all predictions to the contrary, the willow plume is in reality a greater favorite than ever, and selling on all sides in larger quantities than before. This is probably partially due to the beauty of the new natural and shaded effects, and the exquisite color combinations now seen.

There is also the consideration that the plumes are really economical, being wearable on almost any hat at any time of the year. There is now being offered a handsome and full-looking willow at $5.00, a price which enables the retailer to get good profit and make the plume a popular favorite at the same time.

Stylish as Well as Comfortable

Though millinery fashions are based upon those in vogue a hundred years ago, hat styles are intensely modern. Not only must a hat be smart and chic, but it must be becoming and, above all, it must fit and be comfortable in the fitting as well. Shapes may be high and bulky, or there may be an immense spread of brim, but before the woman of to-day will accept it, she must be satisfied that as much weight as possible has been eliminated.

Eccentric styles and types she may accept, but she will not take a hat that is so heavy as to burden the head. Therefore, milliners are faced with a new problem, and that is in spite of the use of velvets and other weighty trimmings the resulting model must be light weight. Manufacturers are helping, for they are eliminating all possible weight, and possibly this is one of the reasons why the hat is less trimmed than it used to be.

Small shapes lead for the present and there are few seasons when there has been so wide a choice offered for early Spring wear. After the first period is over will come the turn of the larger shapes. Consequently, though the small shapes are now most featured the demand will come for the larger hat.

The helmet type has made good with the better trade, and bicorne and Napoleon models are selling, as there is a decided tendency to favor any model that rolls off the face. A new turban type that is coming strongly to the fore has a rounded crown and an upright wing-like brim divided into two sections. These are placed close togeher at each side of the crown and follow its shape until the top of the crown is reached, then they roll outward in a graceful curve. A model seen in one of the millinery houses had the crown of black straw and the wing-like brim was massed in with tiny coral pink roses shading from dark to light, and the back of the hat was massed in with loops of ribbon and maline. Sometimes these brim sections curve over the crown, the shape suggesting a large rosebud in shape, but whether the brim turns inward or outward the loop and bow trimming is the one used.

Soft crin and satin straw Empire toques are very fashionable. These toques fit the head like a cap, and are jauntily trimmed with the same kind of straw, a harmonizing color, and rosettes of ribbon or a small plume is placed on one side towards the back. Many of the new toques are very high, and a wide-meshed net, often a filet effect, is used flatly to cover the white straw. Mousseline or maline bunched up in feathery and fur-like fashion makes a most attractive crown for toque shapes with the brim of straw braid.

The high-crowned Directoire and the jaunty Napoleon shapes are usually pressed models, and the latter is produced in the true Revolutionary colors; that is, in red, white and blue worked out in feathers and velvet.

The pierrot shape with conical crown of varying height and the brim formed of a roll of straw is new. Pierrot models are shown with brims of various dimensions, some being fairly wide, and others narrow and rolling.

Pretty small bonnet shapes are taking with the better trade, and there is little doubt that for misses' wear shapes of this kind are destined for some prominence in the near future.

The later models have decidedly high crowns with very narrow brims, and are decidedly odd in shape.

Rough braids and rough straw shapes are excellent sellers at present, and a very big business has been done in tagel and hemp.

The best selling colors are straw, tan, black, navy and some shades of red. The ultra trade is taking vert, Empire, and also purple.

Flower and Fruit Novelties.

Fruit is coming into considerable favor as a trimming for hats. Each season brings the cherry up into more or less prominence, and this season is no exception. Straws are trimmed with wreaths and clusters of cherries, ripe red, black, pinkish, yellow or green. Cherries made over pyroxaline of chiffon or velvet are also used. Velvet plums, apples and pears are to trim mid-summer hats. Very beautiful are the berries of coral mixed with fine foliage. These come in round beads formed in bunches like berries or currants, or in branches of white or pink coral. Imitation coral beads are used in profusion.

A new way of using flowers is to have them standing up over the crown, the whole apparently tied together by a ribbon drape that goes around the crown and is bowed at the side.

Loose blossoms of wistaria, sweet pea, lilac, roses and various fine flowers form banked crowns, flanged brims or are banked to form the winglike brims of the new turbans.

Pansies, lilacs, clematis, wistaria and hyacinths are very much in evidence. Flowers of this kind are used to make the fashionable tree effects. All flowers in begonia, geranium and coral tints are very fashionable.

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HAVE A LOOK.

Millinery Commissioners, Limited

23 Scott Street, - - - - - - TORONTO



No. 1—Quaker bonnet model in brown and Tuscan, with tan feather trimming and brown velvet ribbon ties.

For details of construction, see page 43



No. 2—Turban model with bonnet back in prunelle shades, with ivory lace medallions and face frill of lace.

For details of construction see page 43

How to Shape and Trim Spring Models

Measurements and Details of Construction for Four Stylish Hats — Quaker Bonnet, Turban, and Large Hat of Black Lace and Chiffon — Hats Illustrated on Pages 42 and 44.

No. 1—Quaker bonnet model in brown and Tuscan, with tan feather trimmings and brown velvet ribbon ties.

This shape comes already blocked, with brown Milan brim and Tuscan straw crown. The brim is faced with maline the same shade as the feathers, using four-ply, and fitted in plain, being finished at the edge with a plain velvet fold one-half inch wide on the bias. Two tan feathers are mounted high at the left side, very near the back, against the crown, and finished with a round cabochon made of velvet ribbon one inch wide. The same ribbon is used to finish the base of the crown and is tied in a small tailored bow at the centre of the back. A strap of the same ribbon fits underneath the chin, each end being fastened at the sides under the velvet cabochons..

To make the cabochons—one being used for each side of the crown—form a circle of wire fourteen inches in circumference, the cross wires measuring five inches; cover with muslin and bind the edges with a bias piece of velvet one inch wide, across the centre "cogg" a row of the velvet ribbon, and put two rows on each side, making five rows altogether, finishing over the edge neatly.

It will require three and one-half yards of ribbon one inch wide for the trimming, one-eighth of a yard of velvet on the bias, one yard of maline, and the two feathers to complete this charming bonnet model.

No. 2.—Turban model with bonnet back, in prunelle shades, with ivory lace medallions and face frill of lace.

Frame measurements—Outside wire, thirty-two inches; height of crown, in front, seven inches, back, five and one-half inches; diameter of top, eight and one-half inches. From each of the side back wires the outside wire is bent up a little in bonnet style.

The frame is first covered with chiffon as plainly as possible, then covered with six-ply prunelle, maline, covering the top of the crown first, plain, then the side crown, fitting it as plainly as possible and joining the maline at the back so the join will come under one of the lace points.

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Manufacturers of OSTRICH, PARADISE, OSPREYS and MARABOU
Trade DOMINIONMAKE Mark
DYEING, CLEANING, CURLING, REPAIRING.
OLD STOCKS made over into Willow Plumes.
FOR THE TRADE ONLY.

The edge of the model is then bound with the maline, using several thicknesses, the binding cut two inches wide.. The lace frill is sewn on the top edge of the brim, from the side back wires, round the front, allowing one yard for length.

There are nine of these lace points or medallions, placed equal distances apart round the turban, one directly in front. A box-pleating of velvet ribbon two inches wide is sewn round the top edge of the turban, and around the front as far as each of the side back wires. Between these two wires across the pack is a plain strap of the ribbon. A strap of the same ribbon is left loose enough to fit under the chin, the ends being fastened at each side back under a rosette of tiny rose buds and ribbon. To make these rosettes, cut out a disc of rice net three inches in diameter and wire the edge, cover with chiffon, and bind with maline. Round this disc sew a frill of velvet ribbon, leaving it about one inch over the edge, the centres being filled in with pink rosebuds. Face one-half of each with plain maline and sew to the turban at each side back, allowing about one-third to come below the edge.

Materials required—Seven and one-half yards of velvet ribbon two inches wide, four yards of maline, one yard of lace edging, nine medallions of lace, and the pink rosebuds.

No. 3.—Large hat of black lace and chiffon, with pink rosebud trimming.

Measurements for the frame: Head size, twenty inches; front wire, six and one-quarter inches; back, six and three quarter inches; side, seven inches; outside wire, fifty-nine inches. The second wire on the brim is placed two inches in from the edge. Base of crown, thirty inches; dome wires, sixteen inches.

The frame requires to be neatly made, as only the crown is covered with foundation chiffon. The edge wire of the brim is covered by twisting maline over it. The top brim is covered with lace nine inches wide, the edge falling over the outside wire about two inches, the lace being drawn in to fit the head size. A flange of chiffon, two inches wide when finished, and of a double thickness, is fitted round the top edge of the brim, slip-stitched to the wires. The crown is fastened to the frame, and round the base of the crown is sewn a ruching of black velvet ribbon, a piece of the lace seven-eighths of a yard in length is then draped over the top of the crown, being finished at the right side front with a bunch of pink roses and foliage.

It will require two yards and five-eighths of lace, and one yard of chiffon for the construction of this hat. One yard and one-quarter of velvet ribbon two inches wide, with the flowers, for trimming.

No. 4.—White mohair mushroom shape, veiled with chiffon and lace. Flower and velvet ribbon trimming.

The shape is wired on the edge and a fold of pink satin one inch and one-half wide, on the bias, stretched under the edge. Round the top edge of the brim there are four circular frills of chiffon, each edged with pink satin babe ribbon. These frills are cut



No. 3—Large hat of black lace and chiffon, with pink rosebud trimming.

For details of construction see page 43.



No. 4—White mohair mushroom shape, veiled with chiffon and lace. Flower and velvet ribbon trimming.

For details of construction see page 43

the shape of the brim and a little wider. The edge of the chiffon turned up on the right side, over which the ribbon is sewn. They are then sewn on the top brim so they fall just a little over the edge of the hat. The frills are three and one-half inches wide. The lace plaque is somewhat larger than the hat, and is draped over the top, plain across the front and back, allowing the fullness to fall at the right side back of the brim. A wreath of white snowdrops and pink roses with foliage snuggles in round the base of the crown, and a bow of brown velvet ribbon with long streamers finishes at the back of the crown a little to the right. The bow consists of three loops on the crown, one loop and two streamer ends falling down, and a tie-over.

It requires two yards and three-quarters of brown velvet ribbon four inches wide; two yards of chiffon, seven yards of pink babe ribbon, one-eighth of a yard of pink velvet, the lace plaque and flowers.

Flower and Feather Novelties.

Favor is divided this year between floral and feather garnitures. In feather effects, the effort seems to be directed towards the production of unique color effects. Plumes shade from rich gold into blue and pink or mauve. What are known as rainbow effects and opal blends are magnificent examples of the dyer's art. A Paris model hat had both brim and crown covered with flat bands of ostrich showing every conceivable rainbow tone, the one blending and shading into the other. Tacked to the side of the low crown was an immense plumage rosette and following the spirals was a wreath effect in tiny moss rosebuds and foliage in pink and apricot tones.

Plume effects are seen in variety. There are garlands and panaches and flat wide plumes, military pompon and dagger or sword effects, fox tail or brush plumes, and plumes with the feathers curled both outward and inward. Solid colors in two or three contrasting tones are blended with black. Amongst the new color blendings are willowed pompons and fringe plumes in parrot tints. Each flue shows strands of parrot blue, scarlet, green, yellow and black knotted together in imitation of the brilliant blendings of the parrot's natural plumage. Other new color effects are Empire green and white and black, white coral and black, gold and coral, and blue, red and white in tricolor effect. Feather butterfly effects are dyed in the tints of a butterfly's wing, backed and brought out with black, and there are whole feather crowns with a bunch of plumes at the side mounted on buckram and ready to form the crown of the hat. Beautiful French curled plumes are used and though willow plumes are said to be out they are selling as though they did not know it.

For dressy wear nothing takes the place of an aigrette and handsome models are trimmed with a wreath of these beautiful and most expensive feather effects. Women of large means are partial to aigrettes as they know that they are the exclusive property of the woman with the long purse.

Quills are very fashionable. For the more elaborate hats there are lancer quills made of ostrich and for tailored and street hats there are vulture, owl and eagle quills in solid and in mottled colors.

Large Hats for Later Season.

The small hat and the large one are again in rivalry this season. The small hat is perhaps the smartest and promises to have the best of it during the early Spring months, but later the large hat is to come into its own. The whisper is going forth that the later models are larger than ever.

A welcome feature is the variety of attractive models that will help to prevent the unwelcome featuring of some one style of hat. When this happens, as milliners know only too well, the run of business is confined to one restricted line of materials to the detriment of all others, and though sales are made, the materials left on hand when the season ends means that little or no money has been made.

Besides toques, turbans and cloche models, there are Valkyrie, aeroplane, pierrot, helmet and many smart Napoleon shapes featured in small hats. The day of the big hat promises to come later, and doubtless other models will appear. Among the leading large shapes, fancy sailor shapes figure largely. There are spring-made sailors, coolie or Chinese sailors, Georgette sailors, and many shapes that have the brim sharply turned back either in front or at the back. Just now the run is on black and white, later the new shades of pink, cerise, coral, cherry red, vert, Empire, royal blue, will have their turn.

For once fashion makers have remembered that the small hat is the most comfortable model for wear in the days of early spring. Later the large hat is always a favorite, as it not only shades the face but throws it into a most flattering shade. In these days a feature of this kind is a large element in the success of a hat model.

Veilings and Scarves

Sudden Increase in Demand for Chantilly Lace Veils — Moderation in Styles of New Face Veilings — Chenille Dots Prominent

Owing to a somewhat unexpected rush for Chantilly lace veils, due, no doubt, to the general vogue for Chantilly in all forms, a temporary scarcity has occurred, but will not be of long duration. These veils are wanted chiefly in black and ivory. An occasional colored specimen is seen.

Chenille dots and delicate meshes of very moderate size and design continue leading lines in veilings. The present fashion has veered from the more extreme to the inconspicuous veiling, a style vastly more becoming and useful. Great variety is seen, however, and filet meshes, cobwebs, hexagonals and a great number of new fancy meshes form the background for the inevitable small chenille dot.

Fancy scarves for evenings wear sell well as ever. Dew-spotted effects are established in public favor and will continue so for some time. Helen pink is the new color note in motor scarves, and a close second and third are coronation blue and the new "Paddy" green shades. In these as in other lines, clear, bright colors are much wanted.

Montreal Millinery News

Simple Trimming for the New Toques—Striking Effects in the New Sailor Shapes—What Wholesale Houses are Showing.

Staff Correspondence

Montreal, April 14.

At the first glance, the Spring and Summer millinery seems every bit as extravagant in outline and expression as did the winter models, but a closer examination reveals possibilities in the graceful lines and becoming curves which will give much more moderate and piquante effects.

Toques composed entirely of straw are a feature of the Summer opening displays, for early Spring wear, some of them a regular Empire shape with full mob crown, and deep pleated brim. The trimming of this variety is simple in the extreme, a single stiff rosette of ribbon, with perhaps one of the odd straw and bead buckles or ornaments being considered quite sufficient. Others again have the straight round or oblong crowns of varying heights, finishing in a simple band of the straw, or having brims turned up more or less sharply all around.

The season's sailor shapes are shown in quite charming effects, with moderately high crowns, and large round brims which differ very widely from the old-time conception of a sailor hat, with the unbending lines which tended to detract from the beauty of even the finest features. The softening effect of the curved and rolling brims is frequently enhanced by the use of two colors, shapes in straw of a natural tint having the brim edged with chip in a contrasting tone.

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Shown by Debenhams.

Bright emerald green is a dominant note in Debenham's Summer Opening display of April 17th, and is featured almost as strongly as were coral and King's blue at the Spring openings, two shades which are still held in high favor. The emerald has not been shown in pressed hats, up to the present, but quantities of straw and crinoline braids are offered for the creation of hand sewn shapes. The suggestions in emerald trimmings are legion—in ribbons, for the trimming of plain suit hats, and to be used in combination with any or all of the offerings of the floral world. Tulles and tosca nets are also shown in variety in the same rich verdant tone.

In hats, the dress shapes shown for Summer wear are all large, closely following the lines of those shown earlier in the season—if anything, even more graceful and picturesque in effect.

There are three novelties among the very small effects which are both useful and piquante. The Phrygian bonnet, the bonnet of the French Republic, is one of these. A two-toned toque of soft crinoline is fitted in a head lining, with a band of black velvet, edged with a corded fold of colored satin. The point of the toque is folded over and caught to the velvet brim with an ornament of velvet and crinoline, the ornament being worn to either the front or side as desired. Black and coral and black and white are the color combinations shown. Then, there is the London "Bobby" helmet, which comes in coarse straws in all colors, the elongated back being pulled down over the hair and almost resting on the back of the neck.

The third is the successor to the Pierrot effects, made of black and white mixture in a crinoline cone draped above the black velvet band which is a feature of the season's styles in the small model, and finished with a black velvet buckle. Both this and the Phrygian bonnet should appeal to all hat pin objectors, since with these no hat pins are required. The hats pull softly and firmly down right over the hair and stay there; and for convenience, may be rolled up, stowed away in a bag, or for the matter of



Collapsible hat in black and white pyroxaline straw, with velvet band and bow. By Debenhams (Canada) Limited.

that, sat upon, without in the least affecting their appearance or usefulness.

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Messrs. Farrell, Belisle & Co.

All the new curious tones of red which Paris is according special favor just now are displayed among the flowers shown here, and despite the many and varied tints they blend into a rich and wonderful harmony. Brilliant silk and velvet sweet peas are shown in the new light tone with just a dash of flame color in red, and these, as all other of the graceful flowers, such as fuchsia, acacia and pansy blooms are used in the building up of floral hat crowns. The reds in the geraniums are beyond description, so perfectly are the tints of nature reproduced. Here also are to be found a few hints of Paris' newest shades, a rich brownish mustard yellow and a dark deep prune tone. There are also a few of the fruit creations which may adorn hats of the later Summer months—wreaths of velvet apples showing the first tints of Autumn; vines with miniature yellow pumpkins; graceful rose sprays of deep dark foliage and scarlet, yellow or brown rose-hips; with a range of all other fruits in natural and unnatural, but fashionable, tones.

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J. M. Orkin & Co.

This house reports a much larger trade in hand sewn hats than for several seasons, and has already sold over eight hundred this season, in addition to their trade in pressed hats. They report also an unusually large demand for toques, of all sizes and shapes, and their Summer showing features many of these in various braids. Almost all their hats show the characteristic sharp turn off the face.

The trimmed hats all bear evidence to the vogue for ribbon trimmings, which they have used in enormous quantities right through the season.

Variety in Shapes and Trim in London

Tagel the Leading Straw—Pliable Straws for Draping in Colors and Black and White—Small Hats High, Large Hats Have Very Low Crowns and Circular Brims—Even Transparent Hats are Lined With Black Velvet or Satin

Staff Correspondence

Office of The Dry Goods Review,
88 Fleet St., E.C., London, Eng., April 10.

TAGEL comes first and foremost among the straws used for early Spring season, and this straw is requisitioned both for the smart hat for hard wear and for the hat intended for ceremonious occasions. Many clever and becoming shapes are fashioned from Manila, and there are numerous pretty models in the many effective coarser straws.

Bewitchingly pretty and decidedly practical are the motor bonnets of soft pedal and satin straws. These bonnets are finished with a veil of ninon, and show forth the advance in becoming effect that motor millinery has now attained.

Though draped and folded hats are not new, there is a decided element of novelty about hats of draped straw that have been introduced as one of the developing novelties of the season. Pliable straws for this purpose are shown in fanciful designs in all the new colors and in striped effects, and the trade here expects to capture the market to a great extent with these novelties in the coming months.

The height of small headgear is on the increase, but, on the other hand, the large hats show crowns that are not over two inches high, and these quite low and rather small bowl crowns are coming in for a deal of preference.

The very newest models have very low broad bowl crowns, completed with flat, straight-out regular brims having the same breadth at the back, front and sides. As a fact, these brims are almost circular in shape.

Fringe feathers are introduced to trim this new shape. Fringe feathers are really uncurled willowed plumes, or almost so. These plumes start from the front to the back and pass over the centre of the crown completely covering it, and also a good portion of the brim. The flues are very long, but the feather stem is only short, as, though the tip rests upon the brim, it does not go beyond it.

A new note is the lining of all under-brims of large hats with black, no matter what the color of the hat may be, and even the transparent brim of lace or net has this opaque lining. Velvet is most used, and satin and other silks are also favored.

Variety of Shapes and Trimmings.

A feature that milliners will welcome and do their best to perpetuate is the variety of shapes and trimmings used. One form of large hat has already been spoken about, and another good model is a form of the envelope hat, with the turned-back flap. A smart example of this model was of Royal blue tagel, faced with black velvet, having a back of blue, and which showed through the pile, giving a changeable effect. This brim scooped out oddly at the back to let a mass of black osprey emerge. There is also a quite low and rather large bowl-crowned model shown that has one side raised high and the other showing only a slight roll at the edge.

The coolie, introduced late last Summer, is appearing under the name of the Chinese. Sometimes the brim is straight and some models show a slight roll all round. This model is shown both in straw and in hair-braid, and always has an under-brim facing of velvet. A red tagel model was faced with black velvet, and had, as the sole trimming, a black hussar plume of uncurled ostrich, fashioned with a bead cabochon in Oriental colors. Loose clusters of ribbon, in loops, often trim this model, the ribbon either being black or matching the color of the straw.

The Directoire Cloche.

A very graceful and becoming shape is the Directoire cloche. The brim is of medium size, but the crown is high and in sugar-loaf shape. Straw hair-braid or fabric may be used in their construction. A typical model was of pale mauve crepe de chine, with the under-brim lined with pleatings of almond green tulle, which finishes in a frill edged with a tiny silver cord around the face. Three bands of almond green velvet pass around the crown and standing straight up on either side two shaded plumes of mauve and green fastened in by shirred velvet cabochons edged with gold lace.

Colors to Come Later.

Though black and white discreetly mingled with touches of relief color as yet rules in millinery there is every indication that the more extensive use of color combinations will lead later, and a visit to the millinery departments of the leading London stores confirms this view.

Judging from the millinery shown at Harrod's, the down-droop and the up-turned brim are equally fashionable. The effective alliance of black with a sufficient touch of cerise is a big feature. A large black tagel, with the brim turned sharply back in front, had the cerise touch given by means of a pleated ribbon cockade set a little to the left of the front and fastening the brim back to the crown.

Another hat of deep violet tagel, a bicorne model with a medium-sized bowl crown, was trimmed with three pastel violet plumes. A hint of the fuchsia color scheme was given by the binding of cerise velvet placed on the upper brim, not used as a facing underneath.

Some Notable Models.

One of the new circular low bowl-crowned models, also of black tagel, was prettily trimmed with a wreath of forget-me-nots, ending at the side under a flat bow of Saxe blue velvet, through the centre band of which was drawn a single rose in soft full pink shades. A high toque of draped black and white striped straw had a narrow drooping brim of black velvet, above which was set a wreath of blue forget-me-nots, ending with a chon and mount of the same flowers at the side.

In one establishment the inevitable black and white was relieved with the cerise, royal blue and Empire green. And here also was evinced a marked preference for fuchsia effects, arrived at by shades of violet combined with darker blue and touched with cerise. This was achieved in one instance by lining a most becoming shape of violet tagel that had the wide brim turned up in front, and drooping irregularly over the hair at the back, with deep blue silk. The only trimming was a panache of violets, ending with three coronation roses, carrying out the backward slant of the brim in front and nodding above the low round bowl crown.



Is Veiled Waist a Fixture?

It Is Put Out in Great Variety of Styles for Fall Selling — Marquisettes, Chiffons, Brussels and Tosca Nets

THE demand for plain white marquisette waists is unabated and, owing to the difficulties in the way of procuring the cloth, promises to be greater than the supply. Therefore, manufacturers are convinced that the cloth will be a seller this Fall, and are showing marquisette waists in their Fall line, both in lined and unlined models.

The veiled waist seems to be a fixture and is again put out in a big variety of styles for Fall selling. Marquisettes, chiffons, Brussels and Tosca nets are used over soft silk and lace or net linings.

Hand and machine embroideries, or both skillfully combined, stand at the head of the trimming list, and beaded effects done directly onto the fabric are another favored style. Porcelain beads are used in line patterns on black or dark blue, and jet porcelain beads and bugles are effectively combined with French knots in Bulgarian colors.

There is little novelty in cut, the kimona or butterfly effect being retained. The sleeves are elbow length and a few are completed down to the wrist by the addition of a long cuff of net or lace to the lining. The round yoke and high collar are universally used as a finish to all Fall waists produced so far.

New Separate Skirt Styles.

Summer lines of skirts are showing for outing wear. These are plain-gored models and while close-fitting are not cut on such lines as to impede free movement. The habit-back is favored, the fastening being accomplished at the side of the front panel. This closing is hidden under a line of buttons or more practically still, buttons and button-holes are used and the top of the skirt is finished with a stitched attached belt and there is one or two smart little patch pockets at the side.

The fabrics used are rep and linens in white and natural shades.

The new models show the simulated overskirt cut in gores or panels and finished by side or reversed pleated flounce. The voile skirts are trimmed with standing braid and cord embroidery and the panamas with standing braid and flat military braids.

A very handsome voile skirt had the upper or tunic part of the skirt cut in ten panels, each panel rounded at the bottom and edged with a waved line of cord embroidery with a handsome embroidered motif decorating the centre of each panel. The panels decended to a little below the knee and was finished by a box-pleated flounce each pleat continuing the line of the the panel.

Plaid-back Coatings Lead

Pile Fabrics are Favored, but are in Short Supply — Felt-backed Satin for More Elaborate Wraps

Manufacturers have every confidence in the separate coat for Fall selling. While they clearly recognize that suits have made a gain this Spring, it has not been at the expense of the separate coat. The suits sold have been in the better grades and to the woman who confines her suit to street wear.

So long as light-weight silken and fabric dresses are used for afternoon and informal evening wear, a separate coat will be a necessary garment. The increasing number of people who own automobiles is also a considerable factor in promoting the sales of separate coats, as a long, loose woolen wrap coat is the most practical garment that can be worn.

Pile fabrics are to be strongly in evidence. Handsome coats are developed in hollow cut cord velveteens and long mantles of silk seal plush are being prepared for the city trade. The smaller centres are still partial to caraculs and pony skins and they will be as good as ever in many parts of the Dominion. Merchants are warned that fabrics of this class are all in short supply. Seal plushes are 20 per cent. higher than last year, and the mills making them have more orders on hand than they can fill. The same applies to caraculs and all fur fabrics. These fabrics are in strong demand for children's wear and for various trimming purposes as well as for coats. Prices are advancing rapidly and orders will only be accepted at a higher figure. Already there is a scarcity developing in the States and American manufacturers are attempting to place orders through Canadian agents. A Montreal agent was recently offered an order for 2,000 yards from the States but the firm he represented would not accept the order as it was impossible to make delivery of the goods.

For the more elaborate wrap there seems to be a good prospect for satin feutre, or felt-backed satin. This is the Winter-weight version of the wool-backed variety. Satin feutre was used extensively in New York, both for suits and coats last Fall, and promises to have an even more extensive sale this season. The coats and wraps are satin-lined, making a warm and comfortable garment. The linings are in vivid shades of rose, cerise, King's blue and other high colors.

The black kersey coat is always included in the line for Fall selling. This year, kerseys are shown in both black and the leading colors, and the manufacturers expect the usual well-defined business.



Beautiful lingerie model of tucked batiste, handsome embroidery and valenciennes lace. Note the elaborate warp-printed ribbon sash and the wreath of ribbon flowers in the hair.



Gown of foulard, with flounce and panel piped with Empire green satin. The waist is finished with a little cape of the satin and the sleeve finish and girdle is the same. Loop effects formed of satin rouloux and covered buttons of the same.



Harem skirt as shown by the T. Eaton Co. on the living model. The tunic and Turkish trousers are of black satin and the butterfly waist is of Empire green satin.

Specially posed and photographed for the D.G.R.



Suit of white soft finished foule serge. The coat is modified Empire, with collar of black and white striped silk. The skirt is perfectly plain and shows more fullness.

Murray-Kay's Fashion Prom.

Beautiful Decorations Used in Connection with Elaborate Pergola Scheme -- An Exceedingly Successful Event

Murray-Kay, Toronto, held a "Promenade of Fashions" featuring their high class ready-to-wear novelties, which proved a most successful event. Garments were displayed on living models, and the clientele of the store proved so enthusiastic that demonstrations were required in the morning as well as the advertised hours in the afternoon.

This event was one of importance to window trimmers on account of the elaborate setting and extensive preparations made by H. C. McDonald in charge of the display department. As an advertising method and unique feature nothing quite so extensive has been seen in Canadian stores. The general scheme was carried out in white—contrasted with gold, pink and green.

The displays were made in a large apartment on the second floor, formerly used for carpets. A colonial pergola or French verandah effect with a centre fountain was built extending the entire length of ninety feet. An overhanging lattice was supported by pillars, and green foliage with pink wistaria were used throughout the entire top in arbor effect. Models promenaded along a raised platform covered with white felt, and the orchestra was assigned to a special balcony over the stairway. This balcony was also in colonial effect.

On the main promenade each supporting pillar was banked with natural ferns, palms and Easter lilies, and at the top of each column a similar grouping of ferns and Easter floral decorations was made. In order to impart a still more faithful effect, natural bark surrounded each massing of greenery and flowers, which enhanced the effect of nature. A garden of palms surrounded the entire platform.

On this platform a fountain spray was the centrepiece, and at either end striking French urns in old ivory filled with natural greenery were placed. At the centre, next the orchestra balcony, a French gateway allowed the models to pass in and out as changes in costume were completed, or gowns were given sufficient prominence. Rich furniture and reclining settees and chairs were conveniently placed for posing or comfort of the different models.

Soft glowing bulbs in reflectors were used over the entire length in a serial arrangement and an even light diffused. Contrasted with this, windows and other background were done in rich green velour.

Everything pertaining to such a display was carefully and correctly carried out and the general color scheme brought out effectively each garment shown.

It was a setting well calculated to display such gowns at their best. There was not a discordant suggestion in the entire arrangement, and the display was as notable for its artistic ensemble as for the exhibit of dainty garments.

Smart Gowns on Display

Though the Murray-Kay Co. in their recent promenade of fashions showed a number of imported gowns and several harem skirt models the real interest of the display was wisely centred in smart styles that appealed to the discriminating woman.

This applied particularly to the suits shown on several occasions. The lines at $25 and $35 were brought into special prominence and at the display made must have had a strong influence upon the sales in the department.



Murray-Kay, Ltd., Promenade of Fashions. French verandah, surrounded with natural palms and canopied with wistaria and foliage. Completed with a brilliant electrical illumination--Orchestra dais is seen on the right. Arranged and carried out by H. C. McDonald.



Gown of white marquisette over messaline. This gown shows a number of new fashion touches, namely the lower waist line, tucks over the shoulder, the new flare at the elbow, and the line of buttons and loops from throat to hem.

Navy, coating blue, and tan mixtures were in stronger evidence than black and white, and while the skirts were straight and narrow there was a suggestion of a flare cunningly introduced. One skirt that was particularly admired was cut in four gores and had the bias seam up the back that has been replaced by the universal panel. The join up the front was concealed under two slot tucks about an inch or so wide and tucks also hid the side seam. The vent was at the back and was masked by a row of stitching. Small patch pockets were placed on each front gore. This by the way is a new touch that is finding favor, and the belt was of the cloth and stitched onto the skirt. The coat was prefectly straight, plain and mannish and beautifully tailored, the straight coat sleeves being put in absolutely without fullness and emphasizing the line of the shoulder and upper arm.

The skirts of the majority of the suits shown showed little pleats let in to give more room but none of them could be said to be wider than necessary.

A much admired dress was of very dark blue marquisette over a tiny black and white striped silk slip. There was bead embroidery on the waist and around the hem of the simple straight hanging skirt. The neck, sleeves and waist all showed a line of vivid cerise.

A new feature that caught the crowd was a child model who wore a number of pretty dresses and hats.

Tendency in Favor of Light-Colored Suits

Development Noted in New York — Lingerie and Lace Collars and Cuffs on Many Suits — Black and White and Grey and White Fancies are Selling Well — Double-faced Satin Coats — New Petticoats on Straight Lines

Office of The Dry Goods Review,
115 Broadway, New York, April 13.

Though suits of white serge and white serge pinstriped with black, as well as suits of the popular black and white, and grey and white fancies are big sellers, there is a strong tendency developing in favor of light-colored suits for Summer wear. Bright tans and King's blue are now being asked for and it looks as though women were tired of the dark colors and the blacks and greys that they have been wearing.

This tendency is leading to the use of fancy silks for the large collar and wide revers that are now attached to every suit.

The place of braid as a trimming is being taken by bands of striped or plain satin as a trimming for the more dressy suits.

Lingerie and lace collars and cuffs are seen on many suits and this is a feature that is expected to be even more popular later on in the season.

Plain-tailored suits, not only of white and natural linens, but in all the fashionable colorings are making their appearance. Some few are embroidered or lace trimmed, but, as a rule, if any trimming is used it is confiined to narrow lines of cotton soutache.

Outing skirts in popular-priced lines made of white or natural linen, cotton suiting or rep are selling well. These are plain gored skirts with band attached and patch pockets at each side of the front.

Satin Faced Coats Selling Well.

Double-faced satin coats are selling in high-priced lines, but for the popular trade, satin coats are now showing that are unlined. Many of these coats have detachable collars and cuffs of white lace. Collars and facings of tan linen or with Bulgarian embroidery in floss silk is another pretty touch.

Smart scarf wraps are made of chiffon and are trimmed with ribbons, lace and hand embroidery. Another novelty in wraps consists of an Eton coat with long ends developed in changeable taffeta. Capes of colored satin in rose, vert empire and King's blue are also shown. Voile and etamine coats are on the market for Summer selling.

The best sellers, so far, have been the general utility coats suitable for rough-and-ready wear. These are shown in the many striped and grey mixtures and checks.

The knee-length top coat recently introduced is selling best in misses' sizes. Black and white check, serges and fancy mixtures are the favored cloths.

New Petticoat Styles.

The new petticoats are cut on straight lines, and all trimming is put on to give as flat an effect as possible. The high colors used in millinery are reflected in the petticoat, and cerise, coral, Helen pink, Empire green and Persian blue are featured.

Where the whole petticoat of these brilliant shades is deemed too bright, models can be had toned down with black, and the colors above-mentioned are combined with black with good effect.

Soft, changeable silks are in high favor, but messaline continues to be the best selling petticoat silk.

The approved cut calls for gored sections to the knee, below which is the applied flounce, finished in various pleated or shirred styles. Tucked panels are inserted in some skirts to give the required straight-line effect.

A new use for foulard is for making petticoats. Satin foulard in dots, ring and spot patterns is used, and the soft, clinging nature of this silk adapts itself excellently to the present fashions in petticoat lines.

Novelty in Materials.

The continued cold weather has been against the sale of many lines of spring garments, but the late Easter and the continued cold weather has favored the sale of suits. The big business this Spring has been almost confined to the better grade; suits from $25 up being much the best sellers. Manufacturers who showed smart snappy styles in this kind of suit have no reason to complain of lack of business.

Fall lines are now approaching completion and from what can be learned the novelty this Fall will be in the materials used rather than in the mode of using them. Skirts are narrow and plain, having as a rule an even number of gores. Many models do not show the back panel to which some objection has

been made, but are gored at the back giving a slightly flaring effect to the skirt that certainly makes it more graceful and which does not add materially to the width of the skirt. The paneled skirt is, however, by no mens discarded. The suit coat is short and straight and the sleeves are in coat effect, but rather wider at the wrist. Braid buttons and imitation fur are favored trimmings.

Serges are still in evidence, but the hard-twisted tightly woven serge has given way to softer makes. Cheviot serges and cheviots are freely used. Scotch effects in grey and brown mixtures, flecked with bright colors, with zibelines and boucles are the novelties.

The leading manufacturers are putting out velvet suits for Fall and anticipate that they will have a leading place. Velvet suits were very much worn in the leading Eastern cities in the States last Fall and the opinion is that all centres will take them in the coming Fall.

Soft Woolen Fabrics Favored

Office of The Dry Goods Review,
115 Broadway, New York, April 15.

The plain short coat and skirt suit will run through the Fall and Winter of 1911-12, and therefore manufacturers are showing heavier cloths.

Instead of the smooth finished light-weight fabrics that have been so much worn, soft, rough and semi-rough weaves are to have the lead. Fashion no longer confines herself to just one fabric, but each season a variety of novelty effects must be shown.

The leading novelty so far is the woolen fabrics in imitation of velvet. These velour materials have a raised surface similar in effect to that of an uncut velvet. They are made of soft wool and are about the same weight as a velvet. Closely sheared panne-finished Zibelines and Zibelines showing long lustrous hairs lying flat on the surface of the cloth are offered as high-class novelties.

The trade has been very partial to bordered and side-band effects in summer fabrics, and bordered goods are expected to be strong for Fall. Bordered boucles will be very fashionable, and plain fabrics with boucle borders and bands are a high novelty.

Suitings are also shown with mohair ribbon side-bands. These boucle effects run from the tiniest loops to curls like those on a Persian lamb, and the ground under the boucle is of rich dark colors, flecked with splashes of bright color. Black cheviots are shown with black and white boucle borders, and colors in soft wool and worsted fabrics have wide side-bands of black boucle, from one inch to five or six inches wide. These bands are intended to be cut off and used as a most effective trimming. New worsted fabrics have broad bands of mohair woven in diagonal pattern and outlined with lines of gold color as a border.

Novelty suitings are of the ratine or chinchilla order, and many new suitings show the finish seen on Whitney overcoatings some years ago. Ratine is again shown and is looked upon with favor.

Another change is the introduction of Scotch effects in combinations of two or three colors for street wear. The colors favored are mixtures of stone grey and tans and browns with flecks of brilliant color.

Serges still retain their favored place, but the new serges are woven more loosely and have many advantages over the hard-twisted tightly-woven varieties, one of which is they do not wear bright. Cheviots and cheviot serges are featured in a wide range of blues, ranging from light to dark. Mannish suitings are also in evidence. Challies have been big sellers, both in patterned and in bordered effects. Challies are showing for Fall in bordered and in foulard patterns. Voiles and light-weight eoliennes will sell for afternoon and evening wear.

Stripes are much in evidence. Fine hairline stripes are favored by the cutting-up trade, and there are line stripes and checks in velvet-finished cloths in black and blue, brown and black, grey and black, violet and black, green and black, and red and black.

Wonderfully soft, thick and light are some of the cloaking novelties shown. They come in black and white mixtures and Oxford greys, in beautiful brown tints and in melange effects showing flecks of bright colors. Other novelties show a crepe-like finish or a closely curled surface. Wide wale diagonals come in cloths soft as camel's hair and have a zibeline-like warp. Cloaking novelties also have the chinchilla and the Whitney finish.

The new colors are soft and bright, but are totally unlike the pastels that have ruled the past few seasons. The greys showing are in the Oxford and dull silver tones, and the colors shown include several rich blues, browns and tans, green and the rich reds classed as Coronation colors.

The Outlook for Pile Fabrics.

A very big season is assured for all pile fabrics. The leading novelty is a velour material having a straight upstanding pile that is shorter than plush and yet is not quite so long as velvet. Velveteens, plain, hollow cut cord, and in fancy black and white effects are in high favor, and velvets, plushes, silk seals and imitation furs are well sold ahead.

Increased attention has been given to wide widths in these fabrics, showing that they are intended for dress and coat purposes.

Velveteens are favored for dresses and suits and, in addition, they will be used for shopping bags, boot-tops, belts and other uses.

Silk plushes have advanced 20 per cent., and the mills are practically over-sold. The same condition pervails in fur fabrics. Caracul, baby-lamb, pony-skin, etc., are being used for long coats and also for trimming purposes. The manufacturers, both here and abroad, are sold up, and it is almost impossible to place further orders for these fabrics.

Raymond Webb, with Merchants, Limited, writes as follows:—"The April edition was of great benefit to me. The cover design in particular was the means of my selling several suits (black and white striped.)"

A movement is on foot to unite all of the retail merchants of the United States in a huge demonstration of regard for John Wanamaker, who has just completed a half century of active business life. Merchants are asked to contribute, not more than $10 each, to a fund for a loving cup to be presented Mr. Wanamaker to mark his golden anniversary as the head of a great concern.

High Express Rates Under the New Rules

Millinery Men Say That Classification is Being so Interpreted by Companies That Charges in Many Cases are Six Times Higher than Formerly — Shippers Claim They Lacked Information Necessary in Working Intelligently

IT would appear that the express companies are determined to make the most of their opportunities under the new classification just issued, so far at least as shippers of millinery are concerned.

Pending the announcement of new rates by the Railway Commissioners, there does not seem to be much illumination available to shippers as to the correct interpretation of certain vague clauses. In the meantime, the companies are working upon interpretations which strike shippers as being entirely unreasonable. The matter has been made the subject of protest at Ottawa and a final ruling is expected at an early date.

"We certainly feel that the millinery houses are being discriminated against," said the head of a wholesale concern recently to The Review. "In the first place when the new classification book was issued by order of the Commission, no distribution was made of it among wholesalers and manufacturers. Copies were sent to the Board of Trade and manufacturers' associations, but so far as individual members of these bodies were concerned, the companies seemed unwilling to assist us to an intelligent understanding of the matter by supplying us with classification books. It would appear that they want to keep their information to themselves.

What is a Bulked Shipment?

Two provisions applying to bulked shipments have been the cause of much discussion. They read as follows:—"The following will not be considered bulked shipments: A. Several parcels shipped by one shipper upon his own account to his bona fide agent for distribution. B. Several parcels gathered by one shipper and shipped to a bona fide consignee for his own account and not for distribution. When shipments are offered for carriage as bulk shipments they are not to be accepted unless the shipper satisfies the agent they are within the above class.

"Now, while these stipulations are made with regard to bulked shipments," said the wholesaler, "we are given no great amount of latitude to imagine what a bulk shipment is, for certainly we have little actual information in the matter. Some hold that a mistake was made, and that these clauses should be regarded as a definition of bulked shipments. Others declare that they were put there for the purpose of enabling the companies to obtain a firmer control of goods from the consignor to the final consignee. It is certainly very bewildering.

GRADUATED CHARGES FOR PACKAGES WEIGHING LESS THAN 100 POUNDS

When the rate between any two points is not given below, use the next higher rate for making price.

When rate is	.40	.50	.60	.75	1.00	1.25	1.50	1.75	2.00	2.50	3.00	3.50	4.00	4.50
Packages not over	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 25	1 lb. 30
Over 1 lb. "	2 " 25	2 " 25	2 " 25	2 " 30	2 " 30	2 " 30	2 " 30	2 " 30	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35
" 2 " "	3 " 25	3 " 25	3 " 25	3 " 30	3 " 30	3 " 35	3 " 35	3 " 40	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45
" 3 " "	4 " 25	4 " 25	4 " 30	4 " 30	4 " 35	4 " 35	4 " 40	4 " 45	4 " 50	4 " 55	4 " 60	4 " 60	4 " 60	4 " 60
" 4 " "	5 " 25	5 " 25	5 " 30	5 " 35	5 " 40	5 " 40	5 " 45	5 " 50	5 " 55	5 " 60	5 " 65	5 " 70	5 " 70	5 " 75
" 5 " "	7 " 30	7 " 30	7 " 35	7 " 40	7 " 45	7 " 50	7 " 55	7 " 60	7 " 70	7 " 75	7 " 80	7 " 85	7 " 90	
" 7 " "	10 30	10 30	10 35	10 40	10 45	10 50	10 55	10 60	10 70	10 75	10 80	10 90	10 100	10 100
" 10 " "	15 30	15 30	15 35	15 40	15 45	15 55	15 60	15 65	15 75	15 85	15 90	15 100	15 110	15 115
" 15 " "	20 30	20 30	20 35	20 40	20 50	20 60	20 70	20 75	20 85	20 100	20 110	20 120	20 125	20 130
" 20 " "	25 35	25 35	25 40	25 45	25 55	25 65	25 75	25 85	25 100	25 110	25 120	25 130	25 150	25 150
" 25 " "	30 35	30 40	30 45	30 50	30 60	30 70	30 80	30 90	30 100	30 115	30 130	30 150	30 160	30 170
" 30 " "	35 40	35 40	35 45	35 50	35 65	35 75	35 85	35 100	35 100	35 125	35 140	35 160	35 170	25 190
" 35 " "	40 40	40 40	40 50	40 55	40 70	40 80	40 90	40 100	40 100	40 125	40 150	40 175	40 185	40 200
" 40 " "	45 40	45 40	45 50	45 60	45 75	45 90	45 100	45 100	45 100	45 125	45 150	45 175	45 200	45 225
" 45 " "	50 40	50 45	50 55	50 60	50 80	50 100	50 100	50 100	50 100	50 125	50 150	50 175	50 200	50 225
" 50 " "	55 40	55 50	55 60	55 65	55 85	55 100	55 110	55 110						
" 55 " "	60 40	60 50	60 60	60 70	60 90	60 110	60 120	60 120						
" 60 " "	65 40	65 50	65 60	65 75	65 90	65 115	65 130	65 130						
" 65 " "	70 40	70 50	70 60	70 75	70 100	70 125	70 140	70 140						
" 70 " "	75 40	75 50	75 60	75 75	75 100	75 125	75 150	75 150						
" 75 " "	80 40	80 50	80 60	80 75	80 100	80 125	80 150	80 160						
" 80 " "	85 40	85 50	85 60	85 75	85 100	85 125	85 150	85 170						
" 85 " "	100 40	100 50	100 60	100 75	100 100	100 125	100 150	100 175						

When the rate per 100 lbs. is $2.00 or more, charge pound rates for 50 lbs, or over: but the charge on a package less than 50 lbs. in weight must not be greater than the charges for 50 lbs. If less than $2 00 per 100 lbs., graduated charges must be made; but the charge for a shipment at a rate of less than $2.00 per 100 lbs. shall not be more than the charge on the same shipment when the rate is $2.00 or more per 100 lbs. When the rate exceeds $20.00 per 100 lbs. charge pound rates, but never less than the $20.00 graduated charge for same weight.

When rate is	5.00	6.00	7.00	8.00	9.00	10.00	11.00	12 00	13.00	14.00	15.00	16 00	17.00	18.00	20.00
Packages not over	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 30	1 lb. 35	1 lb. 35	1 lb. 35	1 lb. 35	1 lb. 40
Over 1 lb. "	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 35	2 " 40	2 " 40	2 " 45	2 " 45	2 " 50
" 2 " "	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 45	3 " 50	3 " 50	3 " 55	3 " 60	3 " 60
" 3 " "	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 60	4 " 65	4 " 65	4 " 75	4 " 75	4 " 80
" 4 " "	5 " 75	5 " 75	5 " 80	5 " 80	5 " 80	5 " 80	5 " 80	5 " 80	5 " 80	5 " 85	5 " 85	5 " 90	5 " 95	5 " 100	
" 5 " "	7 100	7 100	7 " 100	7 " 100	7 " 100	7 " 100	7 " 100	7 " 100	7 " 100	7 " 110	7 " 115	7 " 115	7 " 125	7 " 140	7 " 150
" 7 " "	10 110	10 115	10 120	10 125	10 135	10 150	10 150	10 150	10 150	10 150	10 165	10 165	10 175	10 180	10 200
" 10 " "	15 125	15 135	15 150	15 160	15 175	15 200	15 200	15 215	15 215	15 215	15 235	15 250	15 260	15 275	15 300
" 15 " "	20 140	20 165	20 175	20 200	20 200	20 250	20 250	20 275	20 275	20 285	20 300	20 320	20 340	20 360	20 400
" 20 " "	25 160	25 185	25 200	25 225	25 250	25 300	25 325	25 350	25 350	25 350	25 375	25 400	25 425	25 450	25 500
" 25 " "	30 175	30 210	30 250	30 275	30 300	30 325	30 375	30 400	30 400	30 420	30 450	30 480	30 510	30 540	30 600
" 30 " "	35 200	35 250	35 275	35 325	35 350	35 375	35 425	35 475	35 475	35 490	35 525	35 560	35 595	35 630	35 700
" 35 " "	40 225	40 275	40 325	40 350	40 400	40 425	40 475	40 525	40 525	40 560	40 600	40 640	40 680	40 720	40 800
" 40 " "	45 250	45 300	45 350	45 400	45 450	45 475	45 525	45 575	45 585	45 630	45 675	45 720	45 765	45 810	45 900
" 45 " "	50 250	50 300	50 350	50 400	50 450	50 500	50 550	50 600	50 650	50 700	50 750	50 800	50 850	50 900	50 1000

The graduated scale of express charges upon which the companies are applying the new classification. Charges are in some cases three times what they were formerly. Shippers expect a very considerable reduction in rates by the Railway Commission.

An Unreasonable Interpretation.

"Then in applying the graduated scale to the new classification the express people adopt an interpretation which seems little short of robbery and certainly adds considerably to the cost of the goods. As an example, we will suppose that we have 10 parcels averaging 8 lbs. each for shipment to Peterborough. The rate is 75 cents a hundred pounds. Anything over 60 lbs. is, under the old classification, considered full weight, so that those parcels bulked would formerly have cost 75 cents.

"Now, under the new classification, we would estimate the same 10 parcels like this. Each weighs 8 pounds and all measure from 65 to 70 inches, the minimum size at which parcels in cardboard boxes may be bulked. Each parcel of this size is classified at 25 lbs. under the new regulation and the bulk weight would therefore be 250 lbs., and the cost $2.10.

"It strikes us that this represents a pretty heavy advance under a classification intended to proportion bulk and weight more equably, but the express companies go the limit by taking each parcel as a separate shipment. Each is reckoned at 25 lbs. and according to the graduated scale the rate on each to Peterborough is 25 cents, making a total of $4.50 for the ten parcels.

"We believe that the real meaning of the Commission's classification was that such weights be bulked instead of being taken as separate shipments.

Must be Reduction of Rates.

"If the company's interpretation is sustained there must be a good reduction before the charges reach a reasonable level.

"Take another example. We will say that we are shipping the same 10 parcels to Calgary. The rate on 100 lbs. is $9.25, and under the old classification the 80 lbs. would go for $8.25.

"Applying the new classification we would again bulk these weights and for the 250 lbs. we would consider that $25 for express charges would be a very high figure. It is really three times the former charge.

"The companies, however, estimate each as a separate 25-lb. shipment and the total charge is therefore $30.

"This is certainly exorbitant and we contend that the classification must have more reasonable interpretation.

"Moreover, it strikes us as being decidedly unjust that the graduated scale on rates of $5 and over should advance $1 per cwt. in each case instead of 25 or 50 cents, as is done in adding to the rates from 75 cents up to $5. We hope this matter will also be properly adjusted in the new graduated scale.

"Under the rule applying to corrugated boxes, the bulk weight is taken, but should it be impossible to pack in the box a small parcel consigned to the same party, they will charge this as a separate shipment, though it could be very conveniently fastened to the larger parcel. In the same way the express companies require that the manufacturer of small articles in shipping several parcels bulked or tied together to observe minimum measurements which certainly increase the charges very materially.

Taking Advantage of Freight.

"There is no doubt that these charges are adding to the cost of millinery. Corrugated boxes cost from 30 to 50 cents each, according to size, whereas formerly it was possible to use boxes in which goods were originally packed. In using crates, no measurement over 120 inches will be accepted, but it seems that the companies would like to force us into the use of crates and thus run up the weight.

"The upshot of it will undoubtedly be that the retailer will see some advantage in placing orders earlier and in sufficient bulk for freight shipment. Should anything like present rates prevail, this seems to be the only course to pursue. People are already anticipating this requirement so that they will be able to use freight more frequently. The express companies are therefore losing good business.

"The new express classification is certainly causing some trouble with the merchants and express agents in towns where there is no very definite understanding on the different clauses. Cases are known where wholesalers have billed goods out as one shipment, but which were rebilled by the express companies' officials as separate. On reaching their destination, the express agent states that the shipper made a mistake in sending them out separately and any attempt to readjust the matter leads to complication. This measuring and weighing of parcels at the point of shipment has caused considerable delay. Goods upon which the wholesaler has placed his interpretation have been accepted by the companies and then re-weighed. This has caused 12 hours' delay in many cases."

Is There Discrimination?

The new classification does not seem to be causing any trouble in the wholesale dry goods houses. In fact, in one house, the shipping clerks knew nothing about it. All goods were going out as formerly. Although much of the stuff shipped is up to weight, there are many similar articles carried by millinery houses and wholesale dry goods houses For example, a millinery wholesaler points out that on a piece of buckram, which weighs four pounds, costs about $2, measures 55 inches and would therefore be considered as weighing 15 lbs. The express charge to a distant point would therefore be more than the goods were worth.

"It does not appear from enquiries I have made that they are watching the wholesale dry goods houses on similar goods with the same cat-like vigilance that they do the millinery houses," said a wholesaler. "Certainly every shipper should be used alike.

"To the country merchant the new classification is something of a Chinese puzzle. We have had a hat returned to us the other day which was enclosed in a box capable of holding a dozen hats of that size. The express charges were almost one-half the value of the hat.

"These things have aroused considerable dissatisfaction among the millinery houses and the forthcoming rates and graduated scale will have to be of a very generous character to make the new classification acceptable."

Merger of Silk Companies

Belding Paul Co., Corticelli Silk Co. and Cascade Narrow Fabric Company Amalgamated — Frank Paul is President

An important merger of silk interests was recently effected when The Belding Paul Co. and Corticelli Silk Company, Limited, were amalgamated with head offices in Montreal. Capitalization authorized is two and one-half million dollars, but all that will be issued at present will be $2,350,000, divided as follows: 5 per cent. debenture stock, $750,000, 7 per cent. preferred stock, $850,000 and common stock, $750,000. All the Canadian factories, warehouses, offices, etc., of the Corticelli and Belding Paul companies and the whole plant, etc., of the Cascade Narrow Fabric Company of Coaticooke, Que., will be brought under one management, and a great saving effected in cost of duplication of the various lines of merchandise, operating expenses, etc. Particularly is this the case in connection with the warehousing. At present there are duplicate warehouses in Montreal, Toronto, Winnipeg and Vancouver, which will be reduced by the merger to a total of four. Frank Paul will be president of the new company.

Enquiry as to what effect the proposed reciprocity agreement would have on the merger, elicited the information that the American branches of the Corticelli and also the Belding Paul companies had signed an agreement not to come into the Canadian market. Thus there would be no competition, notwithstanding which there would be no increase in the prices of the manufactured goods.

Swiss Embroideries Good

Forty-four and Twenty-three Inch Flouncings the Important Line at Present — Galoons and Bandings also Taking Well.

Large repeat orders have been coming in for Swiss flouncings. The very wide numbers are found to divide favor with the 27-in. widths, both being in strong demand. All qualities appear, very pretty embroiderie Anglais effects making a popular line, while the lace and embroidery combination effects are seen in medium to high-priced numbers. Among the more exclusive lines, some soft-draping, mull-like fabrics are seen. These possess great possibilities for evening as well as day dresses.

Galoons and wide bandings are very strong, these usually coming in styles to match the flouncing.

An excellent selling line was a flouncing for children's dresses. This came with narrow hem, as well as in scalloped styles, and the patterns were of the small and dainty variety. Materials for infants' robes in similar style were also seen.

Silks Hold their Supremacy.

Silk manufacturers are determined to hold the supremacy they have gained and are putting out a large and interesting range of novelties for Fall. No one style predominates. Scotch, Moorish, Oriental, Pompeiian and Bulgarian designs and colors are shown. Flowered warp prints and Dresdens are also featured. Roman striped taffeta silks alternating with solid and floral stripes are classed as high novelties.

There is little doubt, however, that the big business will again be done on satin-finished silks such as messaline, duchesse and peau de cynge. Very soft taffetas in alternating stripes and woven with jacquard patterns in the new colors are good. Soft-finished brocades in a varied collection of patterns and colors, and some buyers believe that there is a season of popularity before this silk. Glace taffetas in plain colors will be used for waist and dress foundations.

Grenadines, marquisettes and plain and fancy nets are included in Fall novelties. Cotton and silk marquisettes in plain and flowered patterns will sell extensively for party gowns.

The Summer Cotton Demand.

Cotton voiles and marquisettes are being taken up strongly for late Spring and Summer selling and the mills making these goods have all the orders they can turn out. Sheer white fabrics lead for Summer wear, the goods in demand being voiles, marquisettes, dotted and embroidered Swiss, embroidered batiste and crepes. Piques and reps are selling for the Summer skirt trade.

W. E. Ada, ex-general manager of the A. E. Rea store, Ottawa, who is leaving for the West, was presented on his departure, with a gold watch, chain and locket by members of the staff.

22 Men Average $24.50 a Week

THIS is the record of twenty-two circulation representatives of the MacLean Publishing Company, for the week commencing April 3rd and ending April 8th, 1911.

Do you realize that the most competent business man of to-day is the one who has had experience in selling, who has attained the qualities of a salesman.

No work affords such possibilities for this training as does circulation work.

The MacLean Publishing Company have a number of attractive positions open for men to represent their thirteen publications. The work could be handled during spare hours.

The record stated above of 22 of our representatives, illustrates the possibilities. You have an equal chance.

WRITE FOR PARTICULARS TO

MacLean Publishing Co.

149 University Avenue, TORONTO

Do Priced Display Cards Always Attract?

All Cards Do Not Appeal Similarly to Every Person — Price Will Attract One Customer, While Distinctive Quality Will Strike Another — Some Very Good Examples — Use in the Department Illustrated.

By J. C. Edwards, with A N. Cressman, Peterboro

THIS question has often been discussed, Do priced display cards always attract?

Not only in the trade journals, but between employers and employees, between heads of departments and the advertiser it has been a favorite theme, and yet no real hard and fast rule can be laid down.

Mrs. Jones is an admirer of the artistic. She loves, yes adores nice things, wants everything different from her neighbors, yet, her purse has a limit and price, of necessity, is a consideration. Mrs. Jones walks into a drapery department, is greeted by a display of new spring draperies and is at once all interest. "Just the thing I want. And the price? My, how cheap, only 50 cents."

Alongside this display is practically a duplicate. Mrs. Smith comes along and goes in raptures over the beautiful draperies and remarks, "they're so exclusive." She never looks at the other display for a moment. Why? The card on the first reads, "Saturday's leader 50c," and the card on the second display has this inscribed on it, "Exclusive Novelty Curtain Nets." That's the difference.

Mrs. Jones was attracted by the goods themselves at the price, and Mrs. Smith, while her taste may have been just as refined and discriminating, thought more of the exclusiveness than the price.

One card attracts because the price is made prominent, the other attracts solely because no price is mentioned and some other quality is pronounced.

The accompanying photo was taken in one corner of our drapery section and the displays are used to demonstrate the foregoing paragraph. The cards used are the two quarter sizes which are illustrated here.

The card "Saturday's Leader 50c," is lettered in our favorite counter style, the brush stroke Gothic, and, being very bold, is the best sale card for counter use. The other card makes a more refined sign, being written with the same brush (No. 7 flat) in the brush stroke Roman and shaded with grey.

Much has been said about the modes of securing card decorations, the clipping from magazine advertisements, the fashion plate, etc., but we have never suggested the use of wall paper. Those who have access to a good wall paper section will realize what a snap it is to get ideas and clippings which make very attractive decorations on white or colored cards.

The card, "Beautiful Fabrics" demonstrates the use of leaves and flowers clipped from a brown wall paper. The scroll is brown cover paper pasted on the white card with the brown rose leaves and bud projecting from beneath, giving rather a pleasing effect.

This card, while it invites your attention to the beauty and newness of the goods it is advertising, yet it suggests the price in a modest way not offensive or cheap.

Passing on to the card, "The Herald of Summer Styles," you see an entirely different style of card. The dove is a clipping from a bathroom paper, rather an unusual one, yet effective and pretty. This card is not a selling card in the way we understand the term, nor yet does it draw attention to the quality. It simply suggests that the goods displayed are in themselves a foreshadow of what you may expect this summer or in another term "Advance Styles." The cut used, the dove, is symbolic of Easter, and Easter is a forerunner of Summer, so we claim that



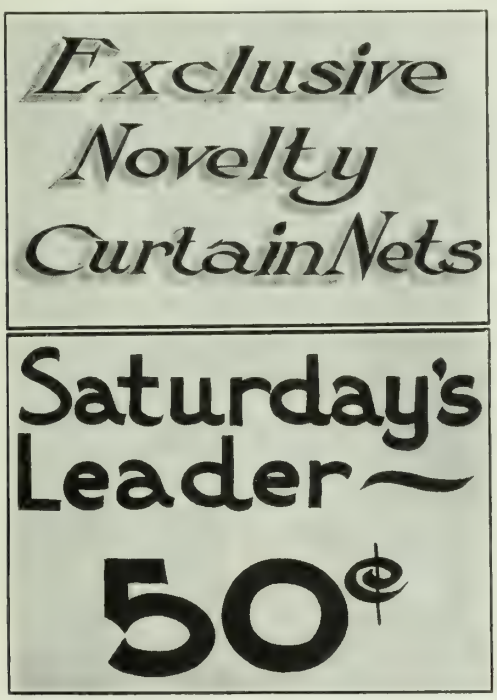
Use of cards in Drapery Department to attract attention to popular-price materials, and also goods of exclusive novelty nets

this cut is quite appropriate with the inscription. Being closely allied with the carrier pigeon, the dove can well be imagined carrying a message.



Show Cards which illustrate effective use of wall paper patterns in decorative effect.

The dark material used as a relief on this card is an imitation alligator leather in brown. This also made its first appearance in the sample books in



Cards that were used in Drapery Department to demonstrate individual drawing power of popular prices and "exclusive" appeal

our wall paper department. The new sample books take the places of the old ones and if a card writer be wise he will confiscate the discards and select anything which appeals to his fancy, for there are many suggestions offered, beside the possibility of cutting out good decorative stuff and even using the paper itself in cases of leathers, etc.

The last card we have to consider is the "Big Buds,' a card appropriate for a display of new Japanese silks. The form of decoration is rather effective. The conventional flowers cut from a wallpaper sample are in shades of yellow, shading into an orange tan which give a remarkable tone to the card when placed over the oval centre of brown cover paper. This is a very easy decoration to make and yet one might apply all the skill he possesses and not get one a whit more attractive in appearance or that would sell more goods. A few airbrush dashes of color would greatly enhance the effect of this floral touch and give it a relief. However, the dry color might do if used judiciously and save the expense of buying an airbrush just for such purposes as this.

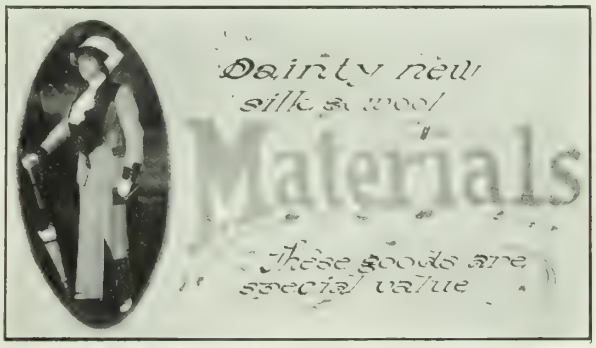
The lettering "Big Buds" is the brush stroke Gothic with the spurs added. "Just opened out," being a minor term, is made smaller with a number 6 brush and the main part of the wording "Dainty Shades in Japanese Silk" is our favored brush stroke Roman shaded with a right hand shade in grey.

In the next issue of this journal, it is our intention to tell the card writing fraternity where they can get the fancy cardboard which has been so often used in the cards illustrated in these articles.

A Striking Advt. Card.

Card writers frequently use magazine cuts to advantage. This is illustrated by the card for dress materials made by George Sharp, of Finch Bros., Hamilton.

This illustration was previously used as cover on March 1st issued of The Dry Goods Review, and as



Magazine cuts in advertising and creating style demands. Cover design of Dry Goods Review, used by Geo. Sharp, Finch Bros., Hamilton.

such had been greatly admired. It is an example of one of the many uses to which style cuts can be used in advertising.

Card writers have written for these from time to time and have been supplied when possible. George Snarp has used many magazine cuts in this way and has been particularly fortunate in proving the advertising information which abounds in every number of The Review.

MEN'S CLOTHING AND FURNISHINGS

Few Freaks in Fall Fashions

First Designs Show Fewer Changes Than Expected—Shawl or Muffler-Collared Overcoats —Cut-away Frocks for Business Men

Boys' and men's clothing for Fall, in exclusive and conservative stores, the absence of any extreme features is remarkable. There are so-called freaks shown and taken by a certain class of trade but for genteel wear it will be noticed that manufacturers have not gone to any extremes in higher-class goods.

In first models on sale, it is evident manufacturers have not adopted those style tendencies forecasted to the extent that might have been expected, but have rather waited for the verdict and demand of the trade for more striking changes in keeping with the introduction of brighter colors.

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Some Extreme Touches.

Early buyers might consider velvet piping on collars and cuffs or velvet bands and inlaid design worked out on the cuffs, pockets, etc., as an extreme turn, but authorities state that these may be featured to an extent. Velvet is shown in predominant shade of the garment.

In Fall lines, coats introduce high-buttoned, chesty fronts and are closer cut and more strikingly fitting throughout. First suits seen show a 32-inch coat, whereas 30½ inches would be taken as extreme at present, but is forecasted as the average length.

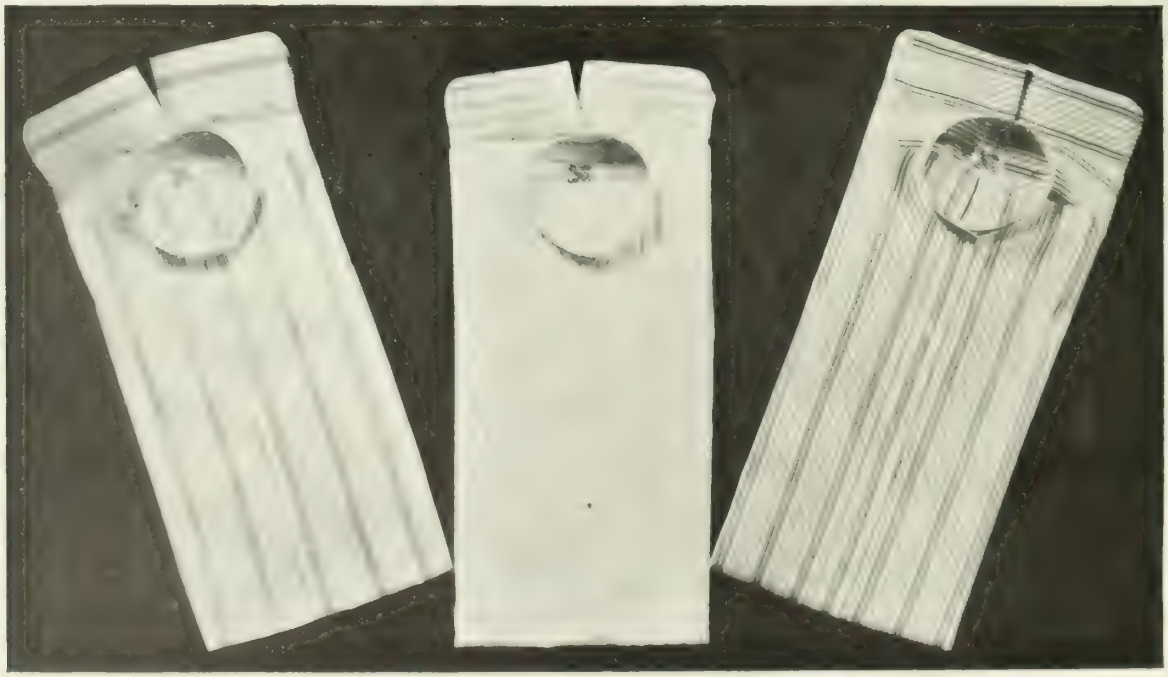
Those style freaks on cuffs, double side vents and extreme lapels are certainly not shown and buyers will be pleased to find conservative estimates on first designs in regard to such style effects. Actual style tendencies, as developed, will find manufacturers fully anticipating the changes likely to appear as season demands are forthcoming. Makers state that in adapting to Canadian demands, the new style lines have not been featured as markedly as they would wish.

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Men's Business Frocks

As a novelty line which promises well, men's business frocks will be featured. Several calls have been received from professional and business men who desire individual dressiness. Apparel stores call this garment the "cut away" frock. Patterns are very pleasing and principally in gray and brown tints. Designs somewhat out of the ordinary are shown owing to exclusiveness of demand. Outlines are not too tight and sack coat lapels are featured that are natty and smart, being slightly curved. Outside flap or shooting pockets are introduced. This is a three button garment.

For middle-aged dressy gentlemen, "cut away" frocks are considered smart in plain Oxford gray



Three Fall shirt designs shown by John Forsyth & Co., Berlin. The middle shirt illustrates the short stiff bosom style which is coming into favor. White and blue stripes are strongly featured in these designs.

tweeds. It is expected this class of business garment will enjoy greater popularity than for some time, as it is a typical English style and follows style trends already forecasted and apparent at the present time



This unit was made with three millinery stands, a bust form and home-made stand for holding same. Made by using 1-in. by 1-in. strip of wood for upright, nailing it to base and fastening small board on top to hold bust form. The entire stand was gilded. By Warren Andrews, St. Thomas.

in exclusive "sartoral" establishments. Business men admire this style for afternoon or street wear. All this points to increased popularity of tweed business frocks.

Five-inch Cape Collar.

Another style suggestion expected to become popular and already being prepared by very exclusive tailors is a double-breasted ulster overcoat with a five-inch cape collar. Shawl collared overcoats will be seen later in both single and double-breasted styles which, when buttoned, give the effect of a muffler and look warm and smart. These coats will be shown in tweed effects and plaid-back cloths, the reverse design being introduced into the collar. Outlines will be loose full-fitting and garments about 50-52 inches long. Strapped backs and possibly more modern ways of introducing this effect will be offered in time for Fall.

Fancy vests are reported to be in greater demand. Greys, browns and two-tone effects are seen. Hair-line stripe patterns are best sellers.

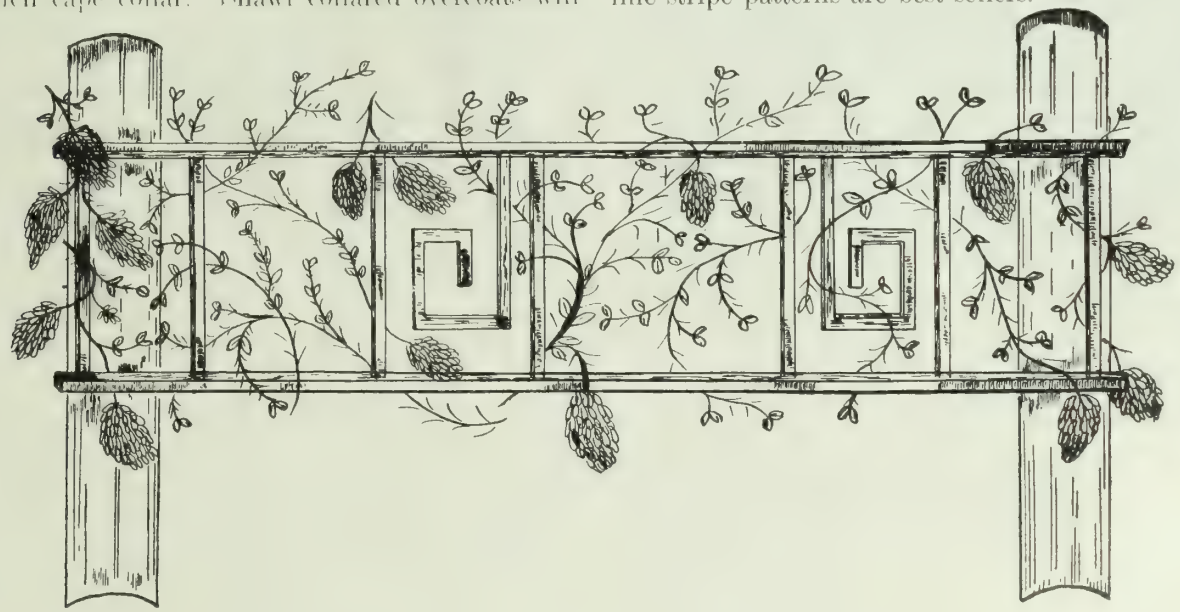
For
Rough Wear
or outing use, no shirt will give the same satisfaction as
THE
DEACON SHIRT
For Men and Boys

You will be a wise drygoodsman if you are ready to meet the demand of this trade with the "Deacon."

The "Deacon" is made of the toughest known shirting, cut roomy for comfort, and double-stitched throughout. All buttons are strongly sewn on.

Give the "Deacon" prominence in your store. There is a steady year-round demand for these goods. See our new range.

THE DEACON SHIRT COMPANY
BELLEVILLE, - - - ONTARIO



T. Eaton Co., Limited, Easter interior decoration unit. Floral and foliage lattices were used on both sides of the pillars. The entire scheme comprised an immense cross on the main floor section.

Live Ads. on Topics of Direct Interest

Striking Examples Which Illustrate the Advertising Value of British or Canadian Displays—Special Local Mercantile Co-operation of Saturday Specials, Summer Openings, Pantaloon Skirts and After-Easter Opportunities

NO retailer or manufacturer can possibly make himself guilty of a charge of disloyalty if he takes steps to convert the coronation season to best advertising account. It is the approach of this event which suggested the "All-British Week" in the Old Country. One thing leads to another and it is altogether likely that in Canada there will be some attention given to displays of distinctively Canadian, as well as of all-British goods for the advertising that it may bring. Already advertising has appeared which suggests this turn.

Advts. that Appeal to Patriotism.

Robert Simpson Co., Toronto, made the interesting subject of British-made goods the basis for an ad. on Tuesday, April 11th. Prominence was given to English fabrics and manufactures throughout the store and stability was suggested in true British style.



Canadian and British made goods specially advertised by The Robt. Simpson Co., Toronto. 7 panels of offerings showing possibilities for "British and Canadian," "Shop at Home" and "Coronation" Advts.

All-British merchandise is a broad subject, and attention is called to Simpson's ad. on account of possibilities.

Merchants can make the importance of Canadian and British manufactures of decided value in future sheets and admen have a theme as broad as the British flag, and one that should arouse great enthusiasm.

Emphasizing Local Opportunities.

In connection with the recent "Trade-in-London" week, Smallman & Ingram were represented by some very striking advertising. One example is shown here. It is a full-page in two colors, containing a well-arranged budget of live store news, such as



Smallman & Ingram's "Shop in London" publicity sheet. Principal headings were in red ink, and the advt. presented a very striking appearance.

could not fail to arouse the interest of visitors to town during the special week.

Events such as these, in which all members of the mercantile community co-operated with the object of emphasizing local trading advantages, have had very gratifying results, and the London week was no exception.

An outstanding feature was the liberal proposition submitted to out-of-town customers. Merchants show excellent judgment when they combine thus for mutual as well as general local benefit.

Smallman & Ingram's adman uses red ink on important headlines, and this always adds to the effect of a page. His announcements are agreeably informing, and this particular sheet merited a goodly share of "out-of-town" customers' patronage. The advt. was one that suggested high reputation and aggressive methods. All departments were sufficiently emphasized, and a clean sheet featured in which cuts were interspersed to advantage. "Trade-in-London Week" was indeed an event well handled by the adman for this firm.

A Clean-Cut Advt.

On Saturday, April 8th, Finch Bros., Hamilton, used a 9x18-inch layout, which made good use of space and represented the different departments of importance at Easter. Altogether this ad. was a well-proportioned, clean-cut and impressive sheet. Demands of the various departments at this season were well considered and the importance of each section defined at a glance. Probably the advt. would have been still more striking had it been placed at the upper part of the page.

Special prices at Easter seem uncalled for, but, with inducements offered in this advt., business at this season should have surpassed all records.


At Finch Bros., 29 and 31 West King Street. "The Store of Certain Satisfaction." April 6, 1911

All Aisles Radiate With Easter Goods

Trim Easter Suits at $15 and $22

REALIZING that women want something different and exclusive in Suits, we have been successful in the purchase of a pretty new lot of Easter Suits every new style feature being delightfully brought out in rich materials and colors. Of course mere prices gives very little idea of what quality and finish really is, but here are a few brief descriptions, but we suggest to come in, try them and you'll marvel at their superior value

Materials in French Serges and Panamas in new shades, single breasted coats, semi-fitting effect, semi basted at the bottom, plain skirt with 2cm fold and foot plaits, with pearl front. Special value to-morrow at $15.00

Stylish Braid Trimmed Suits, Serges and Cheviots, correct tailored coats, with lined with the long roll or shawl collar faced with silk. Skirts are plain, some with a few plaits and pearl front. On sale to-morrow at $22.00

$17.50 Spring Coats 11.50

A SPECIAL PURCHASE OF 35 APPROVED STYLE Broadcloth coats, in fancy grey mixtures, plain and black. Semi fitted length styles, semi fitted with the newest of shawl collar, black with grey, a few others are included. Regular $15.00 and $17.50 values. Your choice to-morrow at $11.50

Spring Dress Suits $5.00

A SMART LOT OF HIGH CLASS PRINTS in a variety of new and exclusive designs and fancy effects, in a choice of many styles. They are made on the newest models, some finished with the new shawl collar, black with grey, a few others plain with panel front. If these were bought at the regular value they're worth $7.50. Special to-morrow at $5.00

Stylish Easter Coats at $15

Correctly Tailored Spring Coats of soft fancy mixtures, in black and white checks, black and grey, fancy tweed and black, plain or new tailored sleeves, semi and full length. Special value $15.00

$2.00 Spring Underskirts $1.39

Children's Spring Coats at $2.00 Up

A Great Print Wrapper at 69c

Easter Hats of Exclusive Sort and Style

TOMORROW'S display of Easter Hats will be a most important one for us, as goods exclusively marked the period of an hour's or half an hour's duration, to-morrow will be the pre-Easter rush for Hats. But you can buy a hat now with a feeling of security. The selling period is past, the prices have been established and styles that will stay. For to-morrow we have special trimmed southern of smart tailored Hats in dainty style effects and trimmings. They're marked $6.50 to $10.00

Another splendid wing of Children's and Misses' Spring Hats trimmed with ribbon bows, flowers and silk. Prices at $3.00, $3.50 to $4.50

Easter Sale of Dress Goods

$1.00, $1.25 Priestley's Poplins and Voiles 69c

$1.50 Fancy Smart Tailored Suitings 98c

New Poplin Materials at 59c and 75c

Specials in Navy Serges Saturday

Spring Gloves a Necessity

Secure Them from Our Guaranteed Stocks

25 dozen 69c "Marlsaie" Kid Gloves 49c

Fashionable Chamois Gloves 69c, 79c, $1.00

$1.85 Crochet Quilts $1.39

30c Huck Towels 25c

85c Center Pieces 59c

12½c Toweling 8½c

$4.50 Fancy Easter Waists $2.95

PRETTY NEW EASTER BLOUSES, in every respect one that you would be proud to wear and glad to get at such a price. They are in Fancy Kora Nets, made with gussets and Val lace trims, some Others pleated over shoulder and long sleeves, others kimono effect, with ½ sleeve, plain or Pointy trimmed, with Val lace, $4.00 and $4.50 values, on sale $2.95

$2.25 White Linene Tailored Waists $1.98

50c Cotton Suitings 25c

3½c Cotton Voile 29c

Remnants in Wash Goods 9c yard

25c Gingham 19c yard

Your Wide $1.00 New Dress Silks, 8.30 a.m. 69c

$2.25 36-inch Black Peliette 98c

50c Diagonale Silks 39c

A Whitewear Sale

WOMEN'S FINE CAMBRIC CORSET COVERS, with lace and embroidery trimmed tops and sleeves, 35c to 49c. Regular 50c

Women's Fine Cambric Drawers, embroidery and lace trimmed, 35c and 49c. Regular 50c

Women's Pink Cotton Night Dresses, several styles, made full and neat, trimmed with lace and embroidery, 89c and $1.00. Regular $1.25 and $1.50

35c Children's Hose 19c

Boys' and Girls' Ribbed English Rib Cashmere Hose, medium rib, seamless feet, sizes 6 to 9½. Regular 15c, on sale at

Women's Plain Black Cotton Hose, seamless feet, spliced heels and toes, 2 pairs 25c

$1.25, $1.50 Men's Negligee Shirts, 0.30 a.m. 79c

A CLEARING OF EXTRA QUALITY MEN'S Negligee Shirts, in fine English Oxford, Cambrics and Fancy Madras, in neat stripes and figures, all in new "E" and "F" coat shirt sizes, to clear at 79c. Regular up to $1.25, on sale

50c Cashmere Hose at 39c

$1.25 Perrin's Cape Gloves $1.00

FINCH BROS.

Good general weekly advt. Finch Bros., Hamilton. Well panelled and departments given importance according to season.

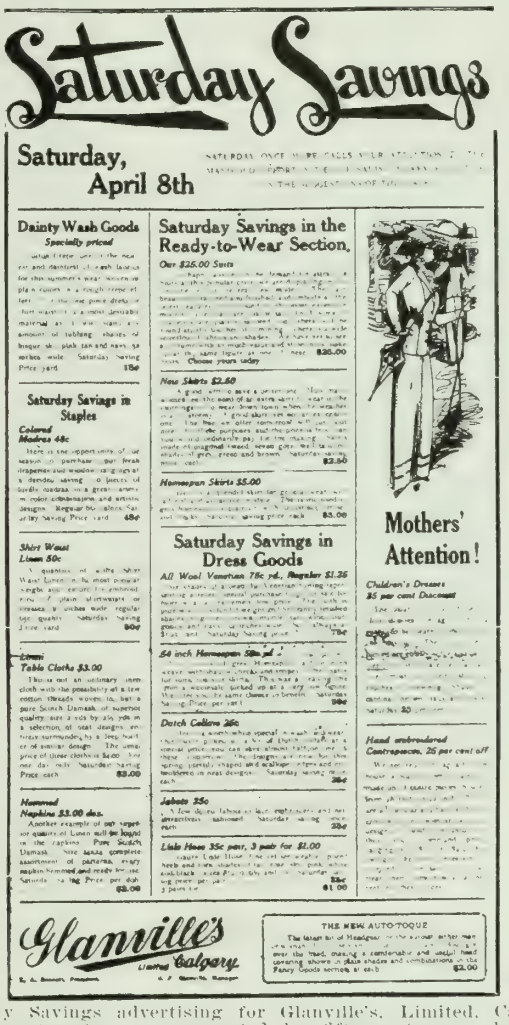
Merchants sometimes question the advisability of quoting anything but inclusive prices, as is done in the millinery panel, claiming that business should be all the staff could properly handle during the Easter rush. They also use considerable style matter and descriptive at the stated festive season.

For general aggressive, wearing advertising, this particular sheet is good. As an example of week-in and week-out Saturday utility announcement, it strikes the nail on the head.

Type, panels and usual sale spacing are given individual importance. Somewhat more care, however, could be exercised in revising, as headlines occasionally do not conform with items, and letters are dropped in important words.

Glanville's Saturday Savings.

In stores, whose advertising space permits, firms have a stated weekly policy and feature offerings for particular days for the entire year. There are advertisers who cannot do this, and in conducting the Spring campaign less attention is paid to these weekly events. However, after Easter, in conjunction


Saturday Savings

Saturday, April 8th

Dainty Wash Goods

Specially priced

Saturday Savings in the Ready-to-Wear Section.

Our $25.00 Suits

$25.00

New Shirts $2.50

$2.50

Saturday Savings in Staples

Colored Madras 48c

Homespun Skirts $5.00

$5.00

Saturday Savings in Dress Goods

All Wool Venetian 75c yd., Regular $1.25

54 inch Homespun 59c yd.

Dotch Collars 25c

Jabots 35c

Linen Table Cloths $3.00

Mothers' Attention!

Children's Dresses $5 per cent Discount

Hand embroidered Centrepieces, 25 per cent off

Glanville's Limited Calgary

THE NEW AUTO-TOQUE

$2.00

Saturday Savings advertising for Glanville's, Limited, Calgary. Departments are represented by fifteen strong value items well described. Note the short introduction and headliner cut.

with the more aggressive policy of boosting business, stores adhere more closely to their own daily, weekly or periodical schemes of advertising. More forceful, every-day items are offered, and in this method the weekly event, by its repetition and name, becomes associated with the firm name itself.

Glanvilles', Ltd., Calgary, have adopted a unique and striking "Saturday Saving" cut for heading their weekly offerings. Their adman believes in devoting full-item reading information to fewer offerings, and these are the most important from each section. He sometimes uses cuts to advantage, but always insists that quotations have decided merit from a customer's standpoint.

Every feature must be seasonable, and as the result of additional descriptive matter in each item and values given customers, the heading introduction is confined to a few snappy phrases, which tell the general story in concise form.

A fair example of the weekly announcement of "Saturday Savings" is illustrated as a suggestion to admen and to indicate a more aggressive policy after Easter by Glanvilles' method.

Dignified as Ryan's.

Six columns and a space 9½ x 13½ inches was used by the adman for G. B. Ryan & Co., of Guelph in announcing a "Musical Spring Opening." This advertisement is reproduced, as a suggestion for the midsummer openings and possibility of prolonging the millinery season. Two striking cuts were used, and the general matter filled the centre 2½ columns. Outside the specific announcement and a



Ryan's Easter Opening announcement. A well paragraphed and dignified advt. in keeping with the standing of the firm. Use of striking cuts and general layout noted.

personal invitation to attend, the millinery and ready-to-wear department appeal was cleverly turned.

Each important point was given paragraph descriptive and type properly contrasted. Variety, improvements and completeness of Easter stocks combined with orchestra music and general decorations promised well for the entertainment of Guelph customers. Another convincing feature was conveyed in the statement that the weather was no deterrent, which was possibly the most extravagant announcement made.

The ad.-writer had many opportunities for "excusable" phrases of superlative, but confined himself to dignified reasoning. Such an ad. creates a standing for the store and departments, and this idea is always suggested in the words "Ryan's of Guelph."

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Mothers' Day Advertising.

Stanley Mills & Co., Hamilton, made a sensible use of "Mother's Day" one year ago, in order to derive the advertising benefit from this international event and to direct business to those departments most interested. A well thought out and genteel announcement was featured for the Saturday's business preceding "Mother's day."

In his introduction the adman told of the first united recognition, and spread of the movement. Poetical references to motherly devotion were used Carnations made a fitting decoration for the counters, and a 3½-column carnation cut was used in a 6-column sheet. This idea followed the custom of wearing a carnation on the Sunday fixed, which is generally the first in May.

Departmental merits were shown, as directly connected. In the stationery section the need of letter paper was based on the practice of writing a long letter to mother on mother's Sunday. Several such clever references were made in anticipating and catering to necessary requirements at that season.

An exceptionally good layout included the hour sale items, clock cuts and millinery illustrations and general reading matter in panel and one, two and three-column arrangement. As a basis for advertising some people might be inclined to criticize, but in the hands of thoughtful and considerate admen, the subject suggests further elaboration.

General literature, as distributed by societies furnish satisfactory topics, and the sacredness and respect due to mothers remain inviolate even when used as a sales propaganda or merchandising scheme in tactful ads. Merchants could properly take advantage of advertising opportunities of mothers' day as Stanley Mills Co. Ltd., have done.

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Pantaloon Post Cards.

Enterprising merchants have held exhibitions of "harem" or pantaloon skirts, and many novel window displays have been seen. Several merchants have reported these demonstrations to be the best ads. ever. People in the vicinity crowded to see the "model" exhibits of this interesting style innovation.

The accompanying cut shows how the Anderson Co., St. Thomas, employed this unique form of advertising to good advantage.

The window trimmer used a lifelike pose of the wax figure, and attired it in an extreme form of



"Pantaloon" skirt picture post card 3½ x 5½ inches. Good advertising for ready-to-wear departments and a "live" seller at stationery counters. Used by The Anderson Co., St. Thomas.

"pantaloon" garment. These cuts were printed on the regulation 3½x5½-inch post card and retailed at 5c each at the stationery counter.

Outside the merits of general publicity which seems to be the only result derived so far from extreme style tendencies of this sort, exhibitions have proved a success, and one merchant says these cards sold like "hot cakes."

This plan of advertising does not necessarily cheapen a store, provided the postal cards are well printed and not used for any questionable scheme. Opening announcements, style talk, or invitations could fittingly be made on such a postal. Even a garment underpricing could be combined with cards announcing the dates or prominent special prices.

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

TOWELS BY YARD AND PIECE.

The manufacturers of Old Bleach Linens find buyers are generally interested in the new lines of towels by the yard and by the piece. Towels in this form were first shown a couple of seasons ago, partly as an experiment, and partly because it was expected that they would sell to the Canadian and the American trade.

The new lines have met with even more success than was anticipated, and many of the leading stores now show towels put up in this manner in the art needlework, as well as in the linen department. This has led to the showing of a large range of patterns for fall selling, including all the best selling and many of the novelty designs in the usual range of towels. These included the favored all-over, stripe and cross-bar centres with beautifully designed borders.

Towels of soft, silky grass-bleached linen handsomely hand-embroidered are now regarded as treasured gifts. They are deemed a worthy offering for the acceptance of the June bride, they form the leading prizes at afternoon euchre and bridge parties, and suitably boxed are among best selling Christmas gifts. In these days when hand embroidery is lavished upon articles for household use, and decorations, and upon articles of dress, the fact that towels can be had in such a form that the customer can give to them the individual touch, by finishing them as her fancy dictates is a big factor in making sales.

Towels woven three dozen to the piece are put up in rolls and each towel can be cut off and hemstitched, or scalloped, as desired. When in the piece the border is continuous and runners and other articles, as well as towel lengths can be cut from it.

Individual towels can be had finished either with hemstitching or scalloping at one and the same price. Up to date there has been no general advance in price on Old Bleach Linens and all the leading lines are still listed at Spring prices.

THE RACK SELLS THE GOODS.

The rotary wall paper display rack manufactured by the Onward Manufacturing Co., Berlin, has proved a welcome addition to the display fixtures of merchants throughout the country. Several instances have been noted where advertisers have used the merits of this device in announcing their Spring line. Customers too have been most enthusiastic regarding the inspiration given by showing a panel section of the harmonizing decoration and the helpful suggestions offered in choosing by this method of display.

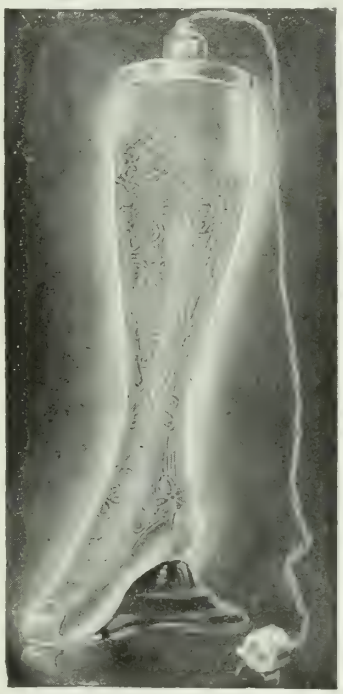
It is a splendid improvement over the old arrangements of sample book and stand and buyers have immediately added this ornamental fixture to their display departments. That so many merchants have found "the rotary" of great benefit would warrant other merchants in proving the advantages of this simple stand.

Neatness and efficiency are the strong features and the entire stock can be quickly shown. Ready reference to any preferred pattern or for comparison is also possible without detracting attention through over handling to find corresponding body and border patterns. It is also possible to quickly introduce other combinations suggested by individual preference on the part of customers. Wall paper selection has become more of a pleasure both for salesmen and customers.

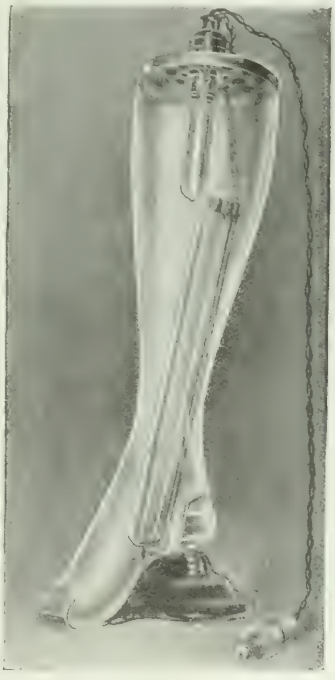
Beside manufacturing this wall paper rack, The Onward Manufacturing Co. make sliding furniture shoes and automatic vacuum cleaners. Their travelers are explaining the advantages of the rotary wall paper rack with enthusiasm, owing to many sales made and satisfied customers.

THE NEW TRANSPARENCY FORMS.

Proper display of ladies' and men's hosiery is possible on the new "transparency" forms made by Clatworthy & Son, Ltd., Toronto. These new stands are made of opaque glass shapes, electrically lighted from within and show the design of the hosiery



as illustrated. Each form is mounted on a metal stand and base and is adjustable to any angle.



Cost to the department using them is slight and any stand is quickly attached to an ordinary socket. Lamps

are equal to the usual 16 candle power bulb. Light is equally distributed the entire length of the form by the peculiar construction of the lamp and a soft glowing light is the result.

Merchants have found this method of displaying hosiery lines in the different departments' windows and cases very effective.

CREATIONS D' ETE, 1911, MODELS DE PARIS.

The above is the title of a handsome style album which the firm of Walter H. Barry & Co., The Ribbon House of Canada, is presenting to their Montreal customers. The album contains 18 large hand-colored plates illustrating the manner in which the leading Parisian couturieres and milliners are using the new Spring ribbons. Each plate shows either a gown or a millinery creation from the house of a leading fashion artist. One plate shows a wonderful Margaine Lacroix evening gown with fichu drapery and long sash ends of wide gold brocaded ribbon in Oriental colorings. A Zimmerman gown of black and white on plate 12 shows a gown of black and white striped voile with swathing drapery of wide fancy ribbon to give the smart touch of color.

The millinery creations are by such artists as Cartier, Esther Meyer, Lewis, Marie Louise, and show how these leading style originators are using ribbons. The growing importance to the retailer and merchant alike of the wide distribution of the latest fashion news is the underlying season for the presentation to the trade of this album of high grade plates. The information they impart is most valuable and not only should the merchant make use of it, but he should not neglect to pass it on. The plates are easily separable and either framed or otherwise mounted they would add to the interest of both the department and the window display both of ribbons and millinery.

PREPARING THEIR ANNUAL EXHIBIT.

The Harvey Quilting Co., Dufferin St., Toronto, are busy preparing the exhibit of bedding comforters, pillows and cushions for the Toronto Industrial Exhibition, fall 1911. Many new designs are to be featured and this firm expend large sums in procuring suitable and novelty patterns, designs and innovations. They assert that this year's exhibit will surpass previous demonstrations of their facilities and workmanship.

ALL ELASTIC SANITARY BELT.



The Westwood Manufacturing Co., Limited, have recently placed on the market an all elastic ladies' sanitary belt, which appears to be a very excellent thing of its kind.

The chief feature of this supporter is the fact of its being all elastic which tends to make it very comfortable to wear, owing to the fact that it gives to every movement of the body. It fits comfortably and snugly and therefore can be worn under a corset and combination suit. It is made in several sizes so that it will fit any woman. This is an article which fills a long felt want and the Westwood Manufacturing Co. have had a large demand for it.

ARTISTIC LEATHER GOODS FOLDER.

C. F. Rumpp & Sons, Philadelphia, have issued a very artistic and practical folder descriptive of their ladies' hand bags. It contains illustrations of sixteen representative members in their fashionable 1911 designs. The folder should be in the hands of every merchant who conducts an up-to-date leather goods department. Send for a copy.

CONTENTS

Art of Display 30
Dress Accessories 22
Dress Goods 4
Editorial 1
Exorbitant Express Rates . 55
Fancy Goods 25
Furs 36
Hints to Buyers 65
Knit Goods 16
How to Shape and Trim New Spring Hats 43
Live Ads. 62
Murray-Kay's Fashion Promenade 51
Merger of Silk Companies 57
Men's Furnishings 60
Millinery and London Letter ... 38
Ready-to-Wear Garments 48
Salesmanship Cartoon 3
Selling Goods Before Specified Date 27
Show Cards 58

ALPHABETICAL INDEX

B

Ballantyne, R. M., Co., Ltd..... 19
Burnley, Thos & Sons, Ltd 21

C

"Craftana' 21

D

Deacon Shirt Co. 61
Dominion Textile Co. 7
Dominion Ostrich Feather Co 13

G

Gnaedinger & Son, Ltd. ... 37
Garland, John M , Son & Co 9

K

King, John & Son 13

M

Millinery Commissioners Ltd. ... 41
Macdonald, John & Co Ltd Outside back cover
McCall, D & Co 39

P

Priestley's 5
Peerless Knitting Co 17
Parker, R. & Co. 11
Palmenberg's, J R Sons 33

S

Sanderson's Ltd. 23
Singer, A T & Co 19

T

Turnbull, C & Co 21

W

Wrinch, McLaren & Co 26

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE 191

PLEASE TELL ME WHERE I CAN BUY

NAME

ADDRESS

To the Trade *April, 1911*

The House Furnishings Trade

Our stock is now complete, including a full assortment in Carpet Squares, Linoleums, Lace Curtains and Counterpanes. Special value in Five Frame Brussel Squares and Axminster Squares.

2,000 Tapestry Squares in designs which mill has discontinued to make, mostly patterns which were our best sellers last season and which we have cleared to sell considerably below regular price before our semi-annual stock-taking, ending May 31st.

We have been advised of an advance in the price of this grade of Tapestry Squares. Taking that fact into consideration with the reduction on last season's prices, for these Squares, must appeal very forcibly

To Buyers of Tapestry Squares.

John Macdonald & Co., Limited

TORONTO

VOL. XXIII. NO. 9.

DRY·GOODS·REVIEW

FEATURING READY-TO-WEAR GARMENTS



MAY · 1ST. 1914

Dyeing and Finishing for the Trade for over Thirty-five Years

SAVE THE WASTE

This is a day of saving the waste products. With the developments in manufacturing, little need now be lost. No dry goods merchant need cast aside as valueless fabrics that have become faded or soiled or that are out of sale because off-color. In these works we give new life and selling power to these goods—create a good asset of stock you've marked down as dead. This work we are doing month in and month out for leading merchants in all parts of Canada. Very successful in re-dyeing, cleaning and curling soiled plumes and feathers.

R. PARKER & COMPANY

Dyers and Finishers

TORONTO : : CANADA



White Duck Specials

Waiters' Coats
Cooks' Coats
Barbers' Coats
Butchers' Frocks
Porters' Coats
Bar Vests
Surgeons' Gowns
Dentists' Coats
Outing Trousers
Boys' Bloomers
Aprons

Khaki Specials

Norfolk Coats
Outing Trousers
Riding Breeches
Outing Shirts
Miners' Shirts
Working Shirts
Auto Coats
Boy Scout Suits
Boys' Bloomers
Overalls

BOYS' KNICKERS, Double Front and Seat TROUSERS OVERALLS

Robert C. Wilkins Co., Ltd.

Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.
New York, 29 Broadway

Fall Novelties FOR Import

Our travellers are now on the road with a complete range of Novelties for Fall and Winter Season 1911-12. We shall be pleased to arrange a date to have our representative call upon you.

Latest creations in—

Silks, Ribbons
Velvets, Velveteens
Dress Goods
Linings
Tulles, Laces, Etc.

Summer Novelties FOR Sorting

We have a fully assorted stock in the various lines of which we make a specialty in our Montreal and Toronto warehouses.

Black Satin
Mousseline
Black Moires
Black Cotele
Ribbon Velvets
IN
Black and Colors
Silk Velvets
IN
Black and Colors
Silk Nets
Trimmings, Etc.

DEBENHAMS (CANADA) LIMITED

DEBENHAM & COMPANY
LONDON - PARIS

MONTREAL
18-20 St. Helen St.

TORONTO
Bay and Wellington Sts.

Obtainable

From All Canadian Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills

Glasgow, Scotland

GAULT'S

Now's the time
to get busy selecting your

FALL DRESS GOODS

WE are particularly well equipped to look after your requirements in these lines.

Be sure you see the sample range now being shown by our travellers.

This range includes all the latest ideas in pattern, weave, color and shade, in a wonderful variety of values.

You will make no mistake in placing a liberal order with the Gault Brothers' traveller as the assortment we are offering is unapproachable.

The Gault Brothers Co. Limited

Montreal - - Canada

Please mention The Review to Advertisers and Their Travelers.

Established 1832 Cable Code: Law-Bradford

Spring 1911

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

Please mention The Review to Advertisers and Their Travelers.



RIBBONS



There is a difference that is easily distinguished, even by the casual observer, between the CORTICELLI RIBBONS and other medium-priced lines.

Corticelli

RIBBONS

are lasting, durable, and are known as the best that money can buy.

Our ability to supply the trade with new, distinctive and exclusive stock is well known.

We carry the best selling lines for the convenience of our customers. This means quick service, hurried sales, and of great value to you when in need of dependable goods quick.



Corticelli Silk Company
Limited

Head Office

St. Johns, P.Q.

ADDRESS NEAREST OFFICE:

SALESROOMS—4 St. Helen St., Montreal. 56 Albert St., Winnipeg. 24 and 26 Wellington St. W., Toronto. 91a York St., Sydney N.S.W. 318 Homer St., Vancouver





WHEN IT COMES TO
HEAVY STRAINS

SUCCESS OVERALLS

stand more hard usage than any others made.

The reason is because Success Overalls are made of genuine, honest-weight denim—and every seam is double-stitched.

Besides which, Success Overalls are cut on very large lines—with plenty of slack where the *strain* comes in every bending and stretching movement.

Success is first of all a *quality* garment and will outwear any other make.

Order from your wholesaler—insist on the *Success* label.

SUCCESS BRAND REG'D

The Canadian Converters Co. Limited
Montreal



"BLACK PRINCE"

The Properly Made Workingman's Shirt.

The "BLACK PRINCE" is made exactly the way the workingman wants his shirt.

The shirt is cut very full, with plenty of length in the body, with big roomy armholes, and long sleeves. Double stitched throughout.

Then the workingman wants a shirt to be fast. The serge (fleece back) used in the Black Prince is guaranteed fast black —the color will neither fade out, wash out, nor boil out.

Ask your Wholesaler for sample and price of Black Prince—made and guaranteed by

The Canadian Converters' Co. Limited
Montreal

How Customers are Daily Lost and Won

The Checkered Career of a Harem Skirt — How it Nearly Caused a Breach — Mistaking the Buying Power of Unlikely Looking People — An Incident that Emphasizes Importance of Loyalty Among Employees — Merchant's Diary

The Tale of a Harem Skirt

A MERCHANT who purchased a harem skirt for advertising purposes, states that, for the first week or two that the garment was in his possession, it had a somewhat checkered career.

"Before we used the skirt in our display windows," he writes, "the lady in charge of our garment department, showed it to one of our good customers, a somewhat jovial person who relished a joke once in a while. She obtained our consent to have the garment sent to her house, intimating that she had taken a fancy to it. That night I received a phone message. It was the lady's husband. He wanted to know what in blank we took his wife for that we should sell her a thing like that. Did we want to make of her a laughing stock? Did we have no sense of dignity? Did we want to use his wife to advertise a costume that was only fit for barbarians? Would we send him his account to-morrow and that would settle his patronage with our store?

"Now, we did not know what that man's wife had told him, but we were confident that she would get us out of the difficulty. We, accordingly, tried to intimate that if she would return the garment to-morrow we should be glad to exchange it. He rang off in a fit. Next morning his little boy brought back a parcel, stating, with a pretty blush, that they were "ma's' trousers.' We did not open the bundle right away, and it was late in the afternoon when the trimmer came to me and suggested that we display the harem skirt in the window. We opened the parcel, but instead of the harem skirt found a pair of men's pants. They were so badly creased that we immediately saw a mistake had been made. We decided to have the joke out with Blank.

"That evening we rang him up and told him that in view of his violent language of the evening before, we could not, under any circumstances, accept a pair of his old trousers for our harem skirt. He demanded an explanation, and I gave it to him. Suddenly he broke into a hearty laugh and informed me that he had sent his boy out with two parcels that morning—one to the presser's and one to our store and that he must have got them mixed.

"The joke is on me alright," said he. "Would you mind sending the parcel around to the presser's in the morning?"

"He doesn't know yet that it was his wife who purposely mixed the parcels just to continue the joke and thus re-adjust matters."

You Can't Always Tell

It is sometimes a most difficult matter for a salesman to make a correct estimate as to the elasticity of a customer's pocketbook or the distance to which the same person may be prepared to go in contradiction of his or her outward appearances. A young colored man, not very well dressed, entered a high-class furnishing store recently, and pointing to a tie in the window, said, he guessed he'd take it. The salesman, without moving, replied, "But that tie is $1.50."

"That's alright, boss; I reckon I've got the money. Don't you run away with the idea that none but white folks can wear them sort of duds." The salesman forthwith handed out the tie which belonged to the cerise section on the color card. The customer also bought a $2.00 shirt and a $1.50 pair of gloves before he left the shop.

It is not advisable for a merchant to think his store so exclusively high-class as to forget that it is often possible to mistake a person's buying power.

Weed Out the Knockers

The employe who is constantly playing the "anvil chorus" is entitled to little sympathy when finally discovered. Whatever faults the firm or any members of the firm may have, it is the duty of the employee to view them through his or her most charitable eye and in no event to make them a subject of conversation during business hours or under "unsafe" circumstances.

"We had a man in our employ a few years ago," states a merchant, "with whom 'slamming' seemed to be a habit. He was a good salesman and we thought a little loyality talk now and then would cure him, but it didn't. The man seemed to be over-sensitive to flattery and his fall came one day when one of the stylish young women of the town asked him to show her the new fall coats. Now we thought we had a very fine line of coats in our ready-to-wear section, but this salesman lost his head entirely. He did not take exceptional pains to show the garments but hurriedly ran through the racks and cases. The young woman was a good friend of the store and on her way to the door she spoke to me. She intimated that she was very much disappointed in the stock, that Mr. Smith had shown her a few coats but had somewhat confidentially advised her not select at present because 'the old man has only bought a lot of cheap truck.'

"Swallowing a few uncharitable words, I invited the young lady back to the department and showed her coats that delighted her and which certainly re-established the department in her favor. What is more she bought one of the best garments in the place.

"That young man only remained until the end of the week. From what has been told me subsequently, had he stayed with us much longer I would soon have had to leave town without a reputation. This may strike you as a very extreme case, but it is true nevertheless. The merchant who would have a smooth running, successful business to-day must have the loyalty of his staff; sometimes he will find it necessary to insist upon it."

ROBERT V. TAFT & CO.

NEW YORK OFFICE
47 LISPENARD STREET

PARKERSBURG, W. VA. April 4, 1911.

Butterick Publishing Co.,

New York City.

Gentlemen:

It is no doubt of interest to you to know that our sales for March 1911 show an increase of 22% over a year ago. We would also state that March a year ago we enjoyed the largest sales of patterns in our history to that date. We therefore feel very proud of our record for the month just closed.

Yours very truly,

Robert V. Taft & Co.

By Taft

It's Sales that Tell the Story

It's Sales You Want

It's Sales You Get

With BUTTERICK PATTERNS

THE BUTTERICK PUBLISHING COMPANY,

33 RICHMOND STREET WEST
TORONTO, ONT., CAN.

LINENS WITH PRESTIGE

"Old Bleach" Linens

DO YOU REALIZE WHAT AN ADVANTAGE IT IS TO SELL LINENS THAT HAVE AN ESTABLISHED REPUTATION?

"OLD BLEACH" LINENS ARE KNOWN WHEREVER THERE ARE REFINED PEOPLE. THEY ARE MADE FROM LINEN THREADS CURED IN THE OLD WAY AND BLEACHED BY SUN AND WIND TO AN UNRIVALLED WHITENESS.

"OLD BLEACH" LINENS INCLUDE:

DAMASK CLOTHS AND NAPKINS, PLAIN AND FANCY HUCK, TOWELS AND TOWELLING, DIAPERS, SHEETINGS, PILLOW LINENS, EMBROIDERY, DRESS, WAIST AND SURPLICE LINEN.

BOOKLET SENT ON REQUEST

R. H. COSBIE - IRISH LINEN AGENCY - TORONTO

OUR BAYONET POINT HAT PIN HAS HIT EVERY LADIE'S FANCY.



IT LEAVES NO UNSIGHTLY HOLES.

ABEL MORRALL Ltd REDDITCH.

MANUFACTURED AT REDDITCH, ENGLAND. LONDON-GRESHAM ST. MANCHESTER-17 PICCADILLY.

GRAND PRIX AWARDED TO WORRALL'S AT THE FRANCO-BRITISH EXHIBITION.

FAST DYED
Cotton Velvets

MANCHESTER, for centuries the centre of the world's Cotton Velvet trade, owes its pre-eminence to the perfection to which the dyeing and finishing of Cotton Velvets has there been brought.

FOR nearly a century and a half J. & J. M. WORRALL, LTD. —"The World's Premier Velveteen Dyers"—have been dyeing and finishing high-class Cotton Velvets, the firm being established in the early years of George III.

THEIR Ordsall Dye Works have taken a leading part in bringing Cotton Velvet to its present perfection—a beautiful fabric, in which the leading costumiers show many of their best creations.

IT was from the Ordsall Dye Works—after years of experimenting—that there came the discovery of fast dyes on Cotton Velvets.

THESE are now obtainable in every shade, and for Costume purposes care should be taken to use none but *fast-dyed* cloths. Buyers should *ask* for Cotton Velvets in

WORRALL'S FAST DYES

The Motor Car in Modern Merchandising

In Large Cities They are Gradually Displacing Horses for Delivery Purposes —Some Estimates of Mileage Cost—Practical Use in Rural Districts and Their Advertising Value—Newspaper Office Using Motor at Cost of About 5c. a Mile

IN many enterprises where speedy as well as reliable carriage service is required, the motor wagon or truck is now being employed. It is a fact that in some cases they have supplanted the horse almost entirely, and with results that are very satisfactory. The extent to which the motor has already displaced the horse is strikingly evident in the larger cities. Transport companies, large manufacturing and mercantile concerns have employed motors for heavy carriage work, as for example, in transferring goods from warehouse to freight shed or vice versa. One large departmental house has several motor trucks constantly employed not only handling incoming goods, but in store-to-depot work and also in delivering heavy loads to customers on the outskirts of the city.

Ten Cents a Mile.

There are smaller retail houses, whose business calls for more than two horses and wagons, who have tried out the motor vehicle and find that it is the more satisfactory from every point of view. One firm estimates that with motor service, their delivery costs them something like 10 cents a mile, everything being taken into account in this figure—depreciation, wages, repairs, etc., and they state that with three wagons and six horses, which otherwise would have been necessary, the cost of delivery would have been higher. The same house estimates that each parcel costs 15 cents to deliver.

This estimate would seem to be considerably above that given by other concerns in the same city. A newspaper office, for example, which has adopted the motor vehicle for delivery of papers to its numerous agencies throughout the city, places the cost per hour at between three and four cents, an exceedingly low estimate. The motors employed by the newspapers have required very little repairing, but the work required of them would hardly appear to be as strenuous as that of the motor for the retail house, owing to the fact that they are not as continuously in service or subject to the same wear and tear.

8000 Miles in Eight Months.

From June last until February of this year this merchant's motor covered 8,000 miles. One chauffeur at $12 a week and a boy were employed, whereas, with horse service, three men at the same salary would have been necessary, to say nothing of the cost of fodder. In this particular case, complaint is made of the exhorbitant charge made for the most trifling repairs. This is an item which discourages many merchants from considering the motor at all, but now that the question of up-keep is not the serious one that it was a few years ago, this need no longer be a cause for hesitating when conditions demand most modern service. Nor is the fear of sudden breakdown the bugaboo it used to be. Motor engines have been brought to a very high state of perfection, and a well constructed machine will measure up to the merchant's expectations. In this, as in every other transaction, however, false economy should be avoided. Here the same rules apply as in the purchase of a horse; it is advisable to know the machine and its capabilities.

Do as Much as Three Horses.

Statistics prepared by authorities would seem to show that a well-built, reliable commercial car, will do as much under reasonable circumstances in one-half the time as three horse-driven vehicles, and at one-half the cost of one. Much depends, however, upon the man who is placed in charge of the machine. Ignorance, neglect, carelessness will cause as frequent havoc with a motor car as with a good horse.

A commercial car, it is further pointed out, can be operated 24 hours in the day for 365 days in the year, if necessary, while the supposed usefulness of a good working horse in daily work is about eight hours at the most: then not for a continuous run.

Motoring traditions are not entirely free from exasperating experiences, and these are sometimes weighed against the selling arguments that commercial cars do not eat hay, never get colic, do not need shoeing, and that wagons become rickety and soon play out. It seems fair to say, however, that in great measure the shortcomings of motor cars belong to the time when they were passing through an experimental stage. Uncertainty is being rapidly reduced to a minimum. The merchant referred to above, whose car covered 1,000 miles a month, states that only once in eight months did his car become stalled and then the defect was easily rectified. Another instance is given of a merchant who for fifteen months did not expend a cent in repairs and in that time carried four or five times the load he formerly carried with horse and truck.

Helps to Keep in Touch.

When a merchant is called upon to serve large suburban or well-populated rural districts, where roads are not suddenly and seriously affected by weather conditions, and where they are constantly kept in repair, it appears that a motor car would be of distinct advantage. Efficiency of delivery service has its distinct advertising value. It would cause comment when a horse and wagon might escape notice and in an emergency could certainly be used to much better advantage. In a slack season a motor car might be used to distribute advertising matter throughout the country, and still be on hand for whatever delivery was necessary. In many districts, people deal with the mail order houses because they cannot conveniently keep in touch with the local merchant. The telephone and the motor is fast causing such excuses as these to disappear, and even where there is no phone connection, motor circuits might be established with profit for central delivery purposes, also a motor would seem to be preferable to horse and rig service. It would seem that the motor car, brought to the state of perfection it represents to-day, is going to help the retailer to solve many of the problems which beset present day merchandising.

Give a Receipt and Get Protection

For example:

A customer comes into your store in a hurry, makes a fifty-cent purchase, hands you a bill and gets $1.50 change, sticks it in his pocket and hurries out.

Half an hour later customer returns and says he gave you a $5.00 bill and got only $1.50 change.

What are you going to do about it? Argue and lose a customer? Or "give up," feeling sure you have LOST $3.00.

A National Cash Register positively prevents errors of this kind—protects both you and the customer against such disputes. Does more than that—it insures absolute accuracy in every transaction. Records all cash sales, credit sales, money received on account, money paid out.

Pays for itself with the money it saves you.

National Cash Registers cost less now than ever before. Let us send you our booklet and new price list.

National Cash Register Co.

F. E. MUTTON, Manager for Canada

285 Yonge St. - - Toronto



Successful Merchants Put a Receipt in Every Parcel.

National Cash Registers afford the quickest and best means of recording sales, and of automatically issuing a printed receipt that cannot be altered, numbered, dated, with clerk's initials—making a duplicate record, which is locked inside the machine for the proprietor's use.

The W. R. Brock Company. (Limited) Toronto

MAY SPECIALS

To Retail at
5 cents

Marvel Embroidery in 50-piece cartons.
Berlin Pearl Button Cabinets.
Fitzsnug Collar Supports.

To Retail at
10 cents

Minoru 42L Pure Silk Ribbon.
020 Plain Cotton Hose.
M O R Special Infants' Bibs.

To Retail at
15 cents

H H 6 Black Cotton Hose.
T T 11 Tan Cotton Hose.
1160 No Sleeve Vests.
1001, 1141 ½ Sleeve Vests.
171, 172, 173 White Figured Blouse Muslin.

To Retail at
25 cents

89 Child's Sunshades.
210 Cotton Hose, Black, White, Tan and Opera Shades.
209 Lisle Hose, Black, White, Tan and Opera Shades.
489 Lace Hose in Black and Colors.

To Retail at
50 cents

99/109 Child's Parasols.
129/139 Child's Parasols.
499 Lace Ankle Hose in Black, White and Colors.
177 Long Lisle Gloves in Black, White and Tan.

To Retail at
75 cents

162 Silk Gloves in Black, Tan and Greys.
584 45-inch Flouncing.

To Retail at
$1.00

190 Silk Double Tip Gloves, Black and Tan.
31226 45-inch Flouncing.
19 Ladies' Fancy Parasols.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 15th of each month.

Office of Publication, 143-149 University Avenue, Toronto

May 1, 1911

A semi-monthly newspaper devoted to the Canadian dry goods and kindred trades.

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A. B. CASWELL - - - - MANAGING DIRECTOR

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CHIEF OFFICES:

CANADA—

MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - - 511 Union Bank Building Telephone 3726
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PARIS John F. Jones & Co., 31 bis Faubourg, Montmartre

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Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

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Slow Season but Promising Outlook

THE present season is now emerging from a period of steady cold which has accounted for reports that are somewhat discouraging from different parts of the country. In most cases, retailers had stocked up fairly well in anticipation of good Spring business, but up to the present time, the weather has been against the demand for Summer clothing. While the Spring season was late last year, there was a week or two of very fine weather in March which gave business an impetus that carried it over the colder spell later on.

It is a season such as this which illustrates the uncertainty of the dry goods business as a barometer of the country's prosperity. Although the people may be well able to buy, and although most industries are fairly busy, the weather largely rules their buying inclination, and as a result, there may follow a very serious lapse in favor for the early season's goods or styles. After all is said and done, it is the iron and steel industry which is probably less easily affected by temporary unfavorable conditions, and which better reflects the fundamental or basic state of the country.

In the present instance, however, it is evident that the dull period is only temporary and that sudden changes will give to the season its wanted pace. Such has been the state of trade in some quarters that extensions on paper have been requested as one way of tiding over the dull period. In many sections, however, there is a decided optimism. A letter from a retailer in the West, for example, expresses the confidence that the Spring and Summer season will open up with a sudden swing and that the record will be one of the best. Reports from all parts of the West indicate enthusiasm in the approaching Summer's prospects and whatever setback the present season may have caused, it is evident that the Western retailer is not going to do any unreasonable curtailing.

Between-season sorting in Spring lines has not been all that the manufacturers desired, but there seems to be great confidence in the ultimate showing and in the year's record.

Give It a Fair Chance

IN testing the drawing power of their advertising, there are merchants who make the common mistake of resorting to extremes rather than following a normal course. They either expect what is entirely unreasonable and hence become skeptical or

they base their verdict upon an advertising exploit which is so absolutely easy as to be entirely deceptive as a criterion.

Merchants agree that their show windows are their best advertising medium, yet it is in connection with these that the mistake frequently occurs. For example, a merchant in a progressive town announced that he would test the drawing power of his show windows by placing therein an article upon which the price would be reduced at regular intervals until sold. Here was a case where the proposition in which the normal drawing power of the window could not very well be judged because of exceptionally attractive conditions. Had the window contained a clever display of goods, equally salable and representing fair values, the merchant would undoubtedly have had a more reliable proof of the window's influence as an advertising medium. At the same time, had the article been exhibited in the department instead of in the window and the card announcing the sale terms been placed in the window, the number of people who took the trouble to drop in and inspect would have been a more satisfactory spectacle to the merchant. However, it is fair to assume that in this case the stated intention of testing the windows was adopted more as an excuse for pulling off an attractive event, than as a basis of proof.

In every case where a dependable verdict is sought, the better plan is to adopt a course which will give the advertising medium a fair chance on a proposition that is at once reasonable and so attractively arranged or expressed that it cannot fail to attract.

Attend to Your Rating

CREDIT rating is a matter upon which every merchant should be careful to see that he has correct representation. By paying a little attention to the information for this important index to his standing, in order to have it absolutely authentic, a merchant may remove all possibility of erroneous classification. Statements or impressions supplied from outside may do him a positive injustice. This is something the merchant in these days must guard against.

A case recently came to the attention of the Review in which a merchant who was regarded as an excellent account by wholesalers and manufacturers had only been given second-class credit by the local representative of a rating authority. He pointed out that this was due to the fact that he had recently transferred his account from one bank to another and that the representative who was manager of the bank which he formerly patronized had not done him justice in his report. Such cases, of course, are rare.

Other instances are known where merchandizing ability has been regarded as the equivalent of financial standing, and the bright, hustling store has been given a credit rating quite as good as one with more ready cash at its back, but working along at a slower pace. One had established the reputation for prompt payment via the hustle route, while with the other, an apathy, due to consciousness of ability to pay, was apparent. On one hand there was confidence in ability to sell the goods and have the requisite turnover, and on the other, the available cash box inspired confidence. The first case was rated as high and perhaps higher than the other.

No merchant to whom a rating is worth anything should withhold information calculated to do him justice in the rating reports. An estimate of his worth and of his ability will be obtained in some way and it is advisable to have it correct.

A Coronation Season's Opportunity

IN connection with the observance of Coronation Day, many towns and cities throughout Canada will go in for suitable decorations. Public and private buildings and stores will make displays of the Royal colors in some fashion, and no doubt the merchant will have great demand for the requisite fabrics.

The contract for decorating Government buildings on occasions of this kind has, in most cases, been a matter of political patronage and more or less feeling has been engendered between merchants through bestowal of favors according to party. Not a few dry goods men have material and equipment available for this kind of work. In some cases where precedent has at least suggested that little jobs of this kind would be passed around the subsequent departure from such a rule has been the cause of much dissatisfaction.

Cases are known where merchants in their disgust have entirely disregarded the non-political opportunities of the occasion and have in a way cut off their noses to spite their faces. There are other contracts, not controlled by party, by which the merchant's trimming department can demonstrate its ability and secure good advertising—as well as the actual profit that there may be in it. One case is known where a merchant who had been rejected on an easily draped public building, became very busy and secured the local and county buildings, a number of banks and a large church interior before the other fellow had recovered from his sense of sudden responsibility. In another case, a merchant who had been disappointed in the distribution of favors, sat down and refused to consider any of the other possibilities. He even forgot to make a suitable demonstration of his own loyalty, and this fact was remarked upon by his townspeople. They immediately sized him up as a man whose loyalty and patriotism only enthused so long as there was something in it for the boy. His stand in the matter certainly brought him no good as a merchant or citizen, and his refusal to take up little contracts that were steered his way, or to personally recognize the occasion's importance, was remembered in succeeding years by those who had the disposal of favors. Most of these people were inclined to leave him severely alone. As matters stood, he indirectly published his disappointment. Had he taken it with good grace, he could have easily converted the occasion to his advantage.

A building, well decorated, to whose embellishment the merchant can point as the product of his trimming and decorating department, is certainly a good advertisement, since it does credit to the standing of the store and the ability behind it. Now is the time for merchants to look about them to ascertain what opportunities the Coronation or other special holiday seasons will have in it along this line.



163 at $3.00



159 at $1.25

YOU can sell ladies' fancy collars.

Neatly made of the finest muslin, trimmed with pleated valenciennes lace of good quality and perfectly fitting, the designs illustrated will appeal to YOUR customers.

Your order can be shipped June 1st.

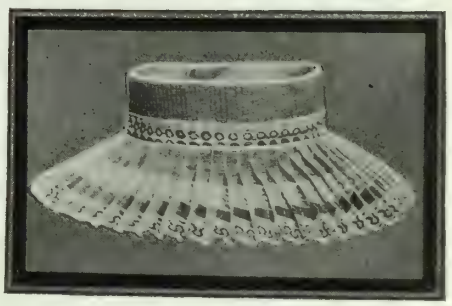
Let's hear from you.



160 at $1.35



162 at $1.50



161 at $2.25

The W. R. BROCK COMPANY (Limited)

MONTREAL

DRESS ACCESSORIES AND NECKWEAR

Low Collars Lead Market

Features Brought Out by New York's Easter Parade — Very Low Neck Effects Seen

LITTLE change has been noted in the department of neckwear during the last few weeks. Backward weather threatened to hold this line back, but little of the sort has been experienced, and improved weather now hurries the advanced styles forward.

The Easter parade in New York brought out some striking features of this season's styles. Wherever tailored effects were showing, side-pleated jabots were much seen, this style being one of New York's best sellers. Visitors from outside points were amazed at the lowness of the necks worn, quite generally, by all classes of women on the street, in the shops, and in carriages. To the onlooker these new bodices appear fit only for evening wear, being lower by several inches than the Dutch collars shown here, or than the collarless dresses. Fichu and sailor collars are worn with the above style, the collar being of low cut to fit the bodices.

As the retailing season opens up, it is seen that the square sailor collar of medium to large size will be more used everywhere than any other kind. Lace and lingerie combinations are, as usual, in high favor.

⊙

A Lingerie Coat Set.

Very few coats are seen on the other side without the addition of a set of collar and cuffs. It is more than likely that these will be seen here in numbers as the weather ameliorates, for already many have appeared and sales have been good.

These sets differ considerably from those worn in past years. As Summer coats have sailor collars and deep cuffs, many coat sets are made accordingly. The sailor collar is frequently plain, being made of very fine, hemstitched lawn or batiste, with cuffs to correspond, neither showing any trimming whatever. Other styles are of the same material with hemstitched edge of striped black and white, or color with white. Others are of heavier material with embroidery anglais, while still others have lace and insertion trimmings.

⊙

Types of Collars that Sell.

Besides the sailor collars above mentioned, there are a few variations in style features, and also some high-class novelties that have proved excellent money-makers.

First among these is the fichu collar in all its many forms. These include the flat fichu with square sailor back and long front ends, the very low back and high front fichu, and the Priscilla variety with rounded back and surplice front ends.

Of these, the first, being more like the well-known sailor, is most generally popular. The second is a distinct novelty, brought out by the New York designers as an adaptation of a French mode. Frequently the pointed back of the drape reaches as low as the waistline, while the front is scarcely deeper than an ordinary collar. The third style has a fair

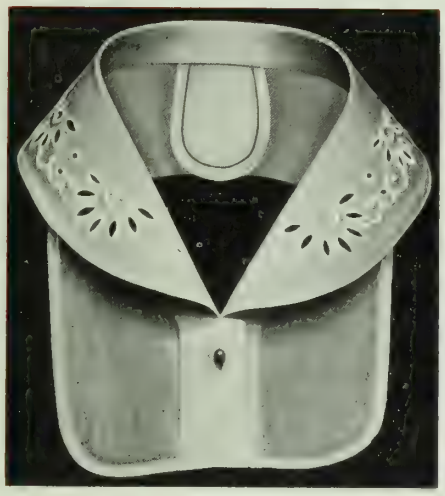


Chiffon waist, with newest bead trimming over net. Shown by R. D. Fairbairn Co., Ltd., Toronto

but limited sale here. It is expected to result in a return of the bertha in next Fall's styles. The Marie Antoinette fichu is another popular type.

A very popular outing and morning collar is the stiff, low-rolling Trouville or tennis collar. Although a strictly tailored article, this collar gives perfect freedom, and in consequence will be much affected by the athletic woman. Sales up to date have been much greater than were expected, and continue excellent.

Another popular collar similar in style to the above is the Lord Byron, consisting of a low, roll collar, somewhat higher than the Trouville, but not as high as the Eton.



2021 $4.25

THE

"BYRON"

OR

"TROUVILLE"

COLLAR

IS

Already Making a Record

For "BIG" Sales

Following the low cut trend of the year, we produced this fascinating collar early in the season and have been gratified by a huge demand that presages a splendid summer's selling.

The "BYRON" is a laundried collar of various materials, both plain and fancy, and comes either with or without embroidery. The finish is perfect.

Place your orders promptly, as the coming of warm weather means a big business for the retailer if he has a good supply of these collars on hand.



2022—$4 25

Ladies' Wear, Limited

Toronto

F. P. EVANS
President

W. F. GOFORTH
Vice-President

A soft, outing stock is now much featured, both for men and women. This is sometimes advertised as the Yale or Harvard stock. It is of the stand-up-turn-down order, with tie to match, and small buttons on the front corners, connected by a tiny strap, to keep the collar in shape. Black and white stripe looked very effective in this style of stock.

⊙

Steady Demand for Jabots.

Despite the fact that many collars, especially the low ones, have attached jabots, or fichu ends of their own, the separate jabot is as strong or stronger than ever.



Baby Irish trimmed jabot of very fine linen, illustrating an exclusive line of real lace jabots. Shown by A. T. Reid Co., Toronto.

Dainty, summery effects are now in order, and marquisette is much in use for this purpose..

Soft mull is another excellent-appearing material for collars or jabots, which have to be laid in folds. When combined with the showier laces, such as Cluny and Maltese, this material shows at its best.

Three types of high-class jabots were noted among the samples of a large manufacturing house. One was of medium size, in two-piece effect, pleated at the top and graduating to the lower edge. The material was the sheerest of fine linen lawn, and the trimming of deep, real Cluny lace, with a narrower lace to match at the sides. The beauty of this jabot lay in the richness of the lace and the finished workmanship, the article being recognizable at a glance as belonging to the highest grade.

Another very beautiful specimen was in shape and style much as above, with a deep lower edge of real Irish, and narrow crochet edging all round of the same. As this lace is reproduced almost exactly by machinery, several handsome and high-class imitations were shown beside the real article. Not as much difference in price as would be expected was quoted, the latter sort being producable only by complicated machinery. An expert would detect the difference between the laces by the fact that the real Irish is somewhat stiffer than the machine-made. These jabots are especially desirable for wear with light-weight wool, silk or satin suits.

A third type of jabot was made entirely of finest embroidery, specially made pieces with guipure motifs attached being used. This type of jabot is manufactured to order by a foreign firm famous as being the only one of its kind in the world. Its embroideries are of great fineness and delicacy, being worked in without a prick or a flaw of any kind on the sheerest of grounds. The jabot described was of good size, with irregular shape at the side and edged with guipure.

* * * *

Side-pleated jabots are much seen in New York. Every woman who wears a plain-tailored suit desires the side-pleated style as a finish. Pleatings are used under the lapels of the coat, and owing to the vogue of black and white, many of these are made of one shade of net over the other. Black Chantilly lace over white net was one of the prettiest side-pleated jabots seen.

⊙

The Color Scheme for Summer and Fall.

Many new shades have recently appeared on the color card, and while some of these have quite fallen flat, others have leaped into unexpected popularity. With a view to showing only the best, the retailer should review his color list and see that it is up-to-date, and while there is still time, she should clear out back numbers in such lines as ribbons and trimmings. Not all the Spring favorites are to be popular all Summer.

Shades which are good and new include pretty colors which are having a considerable run in millinery materials, hats and straws, King George blue, the new bright reds, the bright greens ("Kelly" green, Empire and "Paddy" green), geranium and other bright reds, coral, pink and Helen pink, and, in metallic effects, old gold and steel.



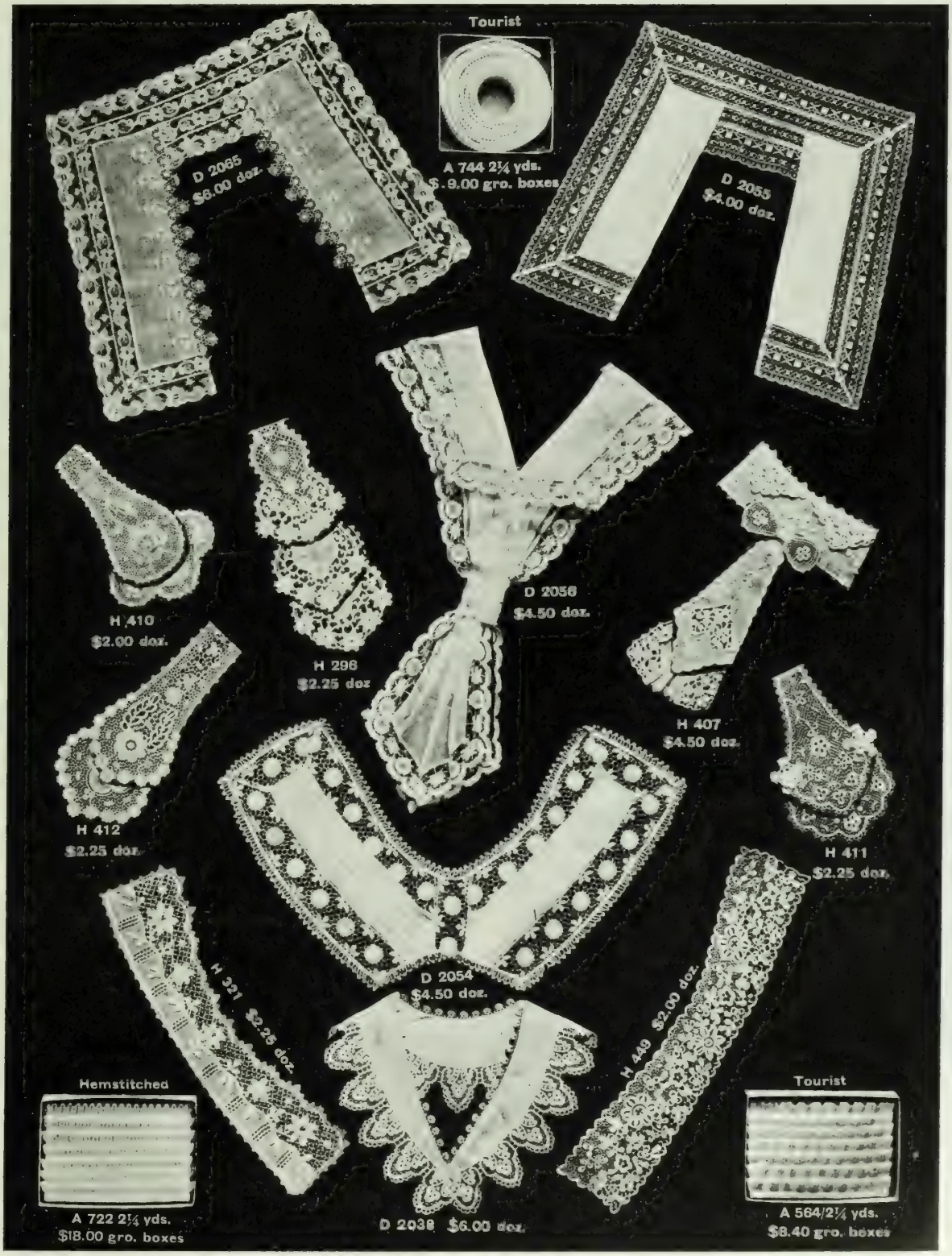
Priscilla fichu collar, latest novelty. Shown by R. D. Fairbairn Co., Limited, Toronto.

Touches of cerise on dull shades, such as putty, and on black and white combinations, continue good, chiefly for millinery purposes. But many of the new dresses show strong colors in the form of a sailor collar, cuffs or skirt band in the shades enumerated above, the green and blue being favored.

Another prominent color scheme consists of the clear, bright, Oriental shades combined in such form as the Bulgarian embroideries on voile waists, or the new Oriental bandings and trimmings. These colors are also seen, chiefly in the U. S., in embroideries on washable neckwear, jabots, collars, etc.

Styles That Cause Comment

Neckwear that commands the attention and admiration because of their exclusive style and finish.



R. D. Fairbairn & Co., Limited

107 Simcoe St.
TORONTO

President
RHYS D. FAIRBAIRN

Vice-Presidents
F. J. KNIGHT, W. C. CLIFF

Laces and Embroideries

Cluny, Point Venise and Irish Laces Continue Leaders — Prospects for Fall Excellent in These Lines — Many Repeat Orders for Embroideries

As a lace and embroidery season, the present leaves little to be desired. Practically every kind of lace has been represented among those which have been selling freely.

Neckwear houses have used great quantities of Val., torchon, Maltese and similar narrow laces and insertions for collars, jabots and fichus. Guipure edgings have been used very freely, and more expensive lines have displayed Irish, Cluny and flat lace trimmings.

Owing to the vogue of veiled effects in blouses, a vogue which is expected to continue right on into next Fall, heavy laces in fairly wide bands have proved a most effective trimming on the underblouse. Cluny has been and will continue excellent for this purpose. This has led to the introduction



Flouncing and Banding of Marquisette, embroidered in Helen Pink. Shown by A. B. Fisher, manufacturers' agent.

of the all-linen thread imitation Cluny, a lace to all intents and purposes equal to the real thing. This will be used as above, and to outline yokes, Dutch necks, finish sleeves, and trim skirts in the linen and lingerie Summer dresses.

Point de Venise has also become familiar to the retailer during the last six months, and it and all flat lace imitations are very good. Bandings in this style are specially favored.

Irish lace and Irish crochet, real and imitation, have been employed in the making of yokes and

Laces
Neckwear
Embroideries

£

Motor Scarves
Veilings
Handkerchiefs

"Sterling"

New Arrivals This Week

Swiss Muslin Flouncings
Handsome Designs—27 in. and 45 in.

Swiss Muslin Flouncings
Baby designs, hemstitched and scalloped edges—27 in.

Plauen Embroidered Flouncings
In handsome lace designs—12, 18 and 27 in.—with bandings to match.

"Auto-Queen" Waterproof Motor Scarves
With Cabochon — in every color.

New Designs in Embroidered Laundered Collars.

New Dutch Collars in Lace and Muslin Effects.

The Sterling Lace & Novelty Company
70 Wellington St. W. TORONTO

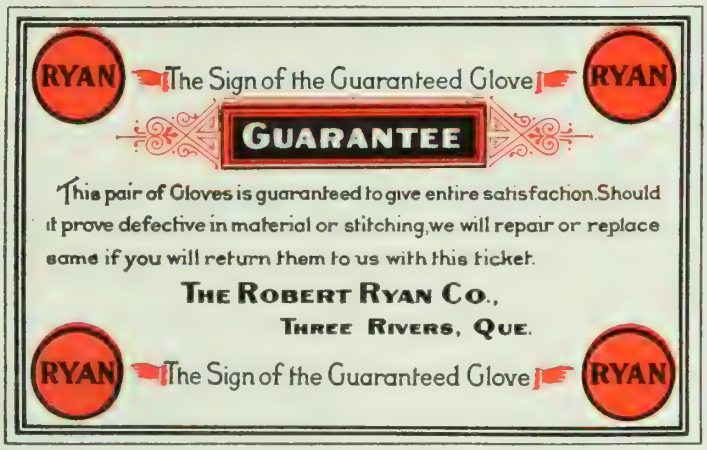
RYAN WALKING GLOVES

RYAN DRIVING GLOVES

GLOVE VALUES

For profit and satisfaction the "RYAN GUARANTEED GLOVE" has proven its worth and is continually adding satisfied customers.

The quality of material and workmanship, together with distinctive styles, have created a large demand for our gloves.



There is only one way that you can be sure of what qualities you are going to get in **your fall deliveries.**

That way is to buy a line with a reputation worth too much to sacrifice.

Ask Your Wholesaler

The Robert Ryan Company

THREE RIVERS, P.Q.

E. H. Walsh & CO., Selling Agents, Toronto, Ont.

BRANCH OFFICES: MONTREAL, WINNIPEG, VANCOUVER

RYAN AUTO GLOVES

RYAN WORKING GLOVES

undersleeves, and in smaller motifs for a variety of trimming purposes. These include use on jabots in large motifs, in the form of narrow insertion and edging on collars, and in the form of coat sets and collar and cuff sets for blouses.

Chantilly laces have come back this Spring even more strongly than last. This is a millinery lace "par excellence," but it is also used for a variety of trimming purposes. Black Chantilly has been especially good.

Repeat orders have everywhere been registered for the sets of bandings of Swiss embroideries exploited early in the season. The great popularity of the lace and embroidery combination effects has also been demonstrated in excellent sales, despite fairly stiff prices. Medallions and galoons, especially the latter, have also sold splendidly. The vogue for white dresses trimmed with the above will be one of the noticeable features of the Summer styles.

Owing to the demand for embroideries in general, embroidered bandings of white cotton marquisette were offered, somewhat tentatively at first. They have been taken up instantly wherever seen, and are now in great favor. Undoubtedly one of the most-wanted styles of lingerie dress will be the marquisette with embroidery in white or colors.

Embroidery Stamped Waists

Clear, Bright Tones of Mercerized Flosses Much Featured for Embroidery on Waists and also for Cushions, Covers, etc.

Special counter displays of voile waists, stamped for embroidery or beading, are now seen in up-to-date stores. These displays prove very attractive, especially when the bright-colored flosses are arranged prominently on either side of the pattern. Nearly every woman who passes is attracted by the novelty to stop and examine the goods. The blouses come in large squares, marked to be cut out. They are of the seamless, peasant type, the embroidery being used to outline the neck, and as a front motif, and to edge the sleeves. The same styles may frequently admit of different treatments. An outline pattern may be worked in couching, outline, or in beads. Solid patterns are intended for the heavy, bright-colored, Bulgarian embroidery. As the material is of the sheerest and admirably designed to stand washing, the flosses used are all of the washable, mercerized type.

Flosses similar to the above are also much used for cushions and covers. In all lines of embroidery the Oriental designs are in high favor, many mathematical shapes of the Egyptian type being seen.

Cross-stitch embroidery is now being featured on waists as well as for cushions, covers and other decorative articles. This type of stitch is the easiest of all to make and is specially adapted to use by unpractised persons or by juveniles. As a filling-in stitch over colored stampings it is unmatched.

A novelty in the form of very sheer, ecru colored muslin pillow slips was recently noticed in a large store which shows many English furnishings. These slips were stamped to be embroidered in floral and conventional designs, and were in no way different from the ordinary lingerie pillow slip except for their unusual thinness and the linen color. They had an appearance of great daintiness when drawn over a colored foundation.

Child's PARASOLS

We have a complete assortment of Child's Parasols at all prices.

Letter orders receive prompt attention

THE IRVING UMBRELLA CO.
LIMITED
79-83 Wellington St. West - Toronto



BUTTONS
for
Summer Weather

Send us your wants at once to insure prompt delivery. Letter orders attended to same day they reach us.

Wash Buttons, in White Braided

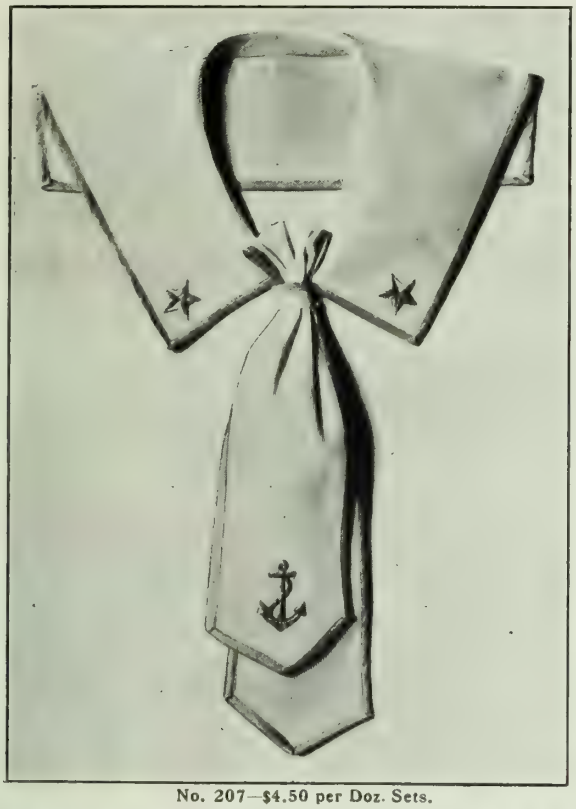
Wash Crochet Buttons, Sizes 6 to 14

Cabinets of Fancy Wash, Small Sizes

All Guaranteed RUST PROOF.

We received our second repeat order on FRENCH PEARLS that were placed before the rise.

THE ONTARIO BUTTON COMPANY
BERLIN, ONTARIO



No. 207—$4.50 per Doz. Sets.

You Will Have a Demand For This Neckwear

TWO SPECIALS

that will help to make business in your Neckwear Department.

No. 207--Sailor Collar made of pique trimmed with medallions of anchors and stars, edges bound to match medallions in Navy, Red, Sky, White.

Outing Collar set in plain and fancy pique.



No. 209—$3.00 per Doz. Sets.

SANDERSON'S LIMITED, TORONTO

66 WELLINGTON STREET WEST

CASH'S

Colored Wash Trimmings

The most desirable trimmings for Ladies' Blouses and Children's Summer Wash Dresses. Made in large variety of designs and *guaranteed fast colors.* They are widely advertised and no embroidery stock is complete without them.

SAMPLE CARD AND PRICE LIST
CAN BE OBTAINED FROM

J. & J. CASH, LIMITED

(of Coventry, England)

SOUTH NORWALK, CONN., U.S.A.

Montreal Office: Room 42, 301 St. James Street

Send for Sample Cards and Information to our MONTREAL OFFICE, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

New Umbrellas and Parasols

Handles Now Not More Than Twelve or Fourteen Inches—Ebonies Plain and Trimmed for Fall—Parasols Which Have Sold Well

Manufacturers are now beginning to work on styles for next Fall's output, and a few weeks will see the question of fashions in material and shapes practically settled. At present, there is general agreement that the prevailing length in ladies' handles will be from twelve to fourteen inches, and the favored wood, ebony, plain or carved in Directoire shape. Besides the black, many green ebonies and colored woods are also shown. Trimmings, where seen, consist of bright silver, sometimes engraved very handsomely, and the sticks themselves show a good deal of carving, in the high-priced lines. Prince of Wales and Opera handles continue good for men's umbrellas, styles of wood and trim being much as above, with use of ivory in high-priced lines, usually in Opera shape. Engraved silver will be a popular trimming, and gold is also seen.

⊙

"Kelly" Green and Velvet Parasols

New York has recently produced two types of parasol which will probably meet with but a partial approval here, if taken at all. The first of the two is also the least impossible. It consists of a plain silk parasol in a particularly vivid and trying shade called variously light emerald, "Paddy" and "Kelly" green. There is no doubt whatever that it is a color most trying to the complexion, defying even a stage make-up, and at the same time, it is so ultra-fashionable that lovely woman will be torn in twain between the desire to be pretty and the desire to be up-to-date.

There is one great point in favor of the "Kelly" green sunshade. It gives a splendid protection to the eyes, and would be incomparable as a beach, boating or lawn parasol. As one merchant remarked, "Women will carry it on the street if they have to carry it closed."

The second novelty is one which has little to recommend it from the point of view of utility. Not only are parasols edged and trimmed with velvet, but all-velvet numbers are seen. While the first, especially in combination with chiffon and where light shades of velvet are used sparingly in bands, or as a border, may present a very enticing appearance though somewhat weighty to carry, the second is surely a solecism in taste. Yet black velvet parasols were seen in New York's Easter parade. So far, leading retail and wholesale houses have not touched them, but will, of course, do so should the fashion become general. Some of the daintier velvet trimmed numbers will undoubtedly be seen as the season opens.

A parasol which is both pretty and practical is made of the new, very bright shade of red, sometimes called Coronation red, or geranium red. This color is extremely showy, while not as glaring a shade as scarlet. As a shade for the face it is most becoming; the prettiest specimen seen was in perfectly plain silk with handle and tassel to harmonize. This parasol is also a New Yorker.

⊙

Popularity of Beads.

No fancy goods dealer should be without a fairly inclusive collection of beads for embroidery purposes this season. There is now no doubt but that the rage for beads will survive the Summer, many importers predicting a continuance till next Christmas, at least. In view of this, many women will utilize the vacation in embroidering chiffon blouses for wear with their suits. This should make a continual demand for the beads, especially such well-known lines as white porcelain, steel, coral and china. Tiny turquoise beads should also be very good for Fall wear, as the advance bandings and beaded trimmings show much turquoise.

SPECIALISTS ON

Ladies' Neckwear
Belts and
Fancy Dry Goods

Approval Shipment Sent FREE and QUICK

F. C. DANIEL & CO.

3 Wellington St. West, TORONTO

Pewny's Kid Gloves

:: will help your ::
Glove Department

:: Ready for ::
your Spring wants

Greenshields Limited
MONTREAL

QUICK SELLERS!

Show these ladies' ultra-stylish Lounge (soft) collars in your windows, and you'll speedily be busy behind the counter of your store. Strictly correct for smart dressers—and they are dressy!

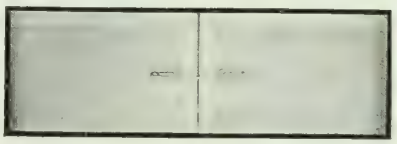
Either of the three styles pictured here will make a hit with your trade. Better stock all three.

Each collar of 250 and 253 style enclosed in an individual envelope—dust-proof—can't get mussy. Each size sold in ½ dozens only





No. 226 of white Sylkeen, complete with pearl fastener, at $2.00 per dozen Same style in French Rep (No. 227) is same price.



No. 250 of French Pique with eyelets, Sylkeen bands, and top bound with Linen Lawn. $2.10 per dozen.

No. 253 of French Rep with eyelets, Sylkeen bands, and top bound with Linen Lawn. $2.10 per dozen.

IN VARIOUS COLORS.

TRADE W.G.R. MARK

The **Williams, Greene & Rome Co., Ltd.**

Factories: BERLIN, HANOVER

ORDER NOW

Veilings and Scarfs

Chantilly Lace Veilings in Black and in White Exceptionally Good — Fashion Still Favors Medium Meshes and Chenille Dots

Chantilly lace veilings continue to be the only line particularly active during a somewhat quiet period in veils in general. These lace veils are seen both in black and ivory, and are worn loosely about the hat and face. Nearly all veils are now draped loosely, in preference to the recent vogue for a tight effect at the neck. The Chantilly veils are also used as a hat drape, shading, but not covering, the face. The loose drape is particularly good with close-fit turbans of crinoline or silk or tulle folds, or close-fit tagals. Many helmet shapes are decorated in this way, with little other trimming of any kind.

The face veilings now most worn are of the modest and conventional style. This trend of fashion may, perhaps, be partially due to the type of veil



Black Chantilly lace veil illustrating latest type. Shown by Debenhams (Canada) Limited.

worn by Queen Mary, which is uniformly of medium mesh and chenille dotted. Many very transparent cobweb meshes are seen, both in diagonal, filet, round and hexagonal shapes, and in irregular shapes. Practically all of the newest show chenille dots. Black and magpie effects are the principal sellers.

Many women are making up regular veils of the types enumerated with an edging either deep or narrow, according to taste, of Chantilly lace. This fact alone indicates the wide vogue of this lace. Hemmed edges are also seen, and a few silk-piped edges were observable at recent openings.

Automobile and fancy veils and scarfs continue very strong. Shaded and shot effects have reappeared in many quarters, and seem to be selling very well, though nothing definite could be ascertained as to the likelihood of their returning next Fall. Dew-spotted scarfs have so far registered the largest number of sales among the fancies. Imitations of porcelain beadings on black are also excellent.

The Outlook for Gloves

Long Gloves For Summer Wear Now a Certainty — Retailers Already Showing Silk Gloves Prominently — The Glove Guarantee

Short sleeves are already beginning to be seen on the streets as the weather ameliorates, and it is now past doubt that long gloves will prove an active line this Summer. Already prominent retailers are featuring their silk line. As indications point, this should be a particularly good seller this Summer. Mercerized lisles in longer lengths are also well spoken of and many lace gloves have been figuring in the show cases of late. Sales in suedes have been reckoned rather better than usual. In short lengths, tan has, as usual, been a leader for Spring selling.

⊙

Colored Gloves.

Montreal glove buyers state that colored gloves have been very much in demand during the kid glove season just passed, especially for afternoon wear. While blacks and tans have naturally been sold in very large quantities, yet other shades, greys, greens, navy, Royal, in fact, all colors, except red and its variations, have been sold in very large quantities, in comparison with other years.

⊙

Good Business in Suedes.

A strong feature of the business has been the numbers of suede gloves sold. While their sale has

"THE IDEAL"



Invisible real human hair net, cape shaped, with elastic drawstring. In all shades and sizes.

"HOLD TIGHT" No. 43

Self-adjustable elastic, without drawstring. Lasts twice as long as any other net. Try it and be convinced.

Let us send you samples and quote prices.

LEOPOLD PFEIFFER, Vienna VIII

The Greatest Austrian Hair Net Manufacturer

Sole Representative for Canada, ERNEST EKSTEIN

43 St. Sacrament St., Montreal



Lingerie gown of fine cotton voile, trimmed with heavy hand embroideries and panels heavy linen lace. The sash is to be a feature this Fall and the model shown is wearing one of the new Japanese sashes.

not superseded that of kid, yet the increase in demand all over the country has been very noticeable, as compared with their favor in former years.

In the suedes, blacks and greys have been the best sellers, with a good demand for champagne and biscuit shades for afternoon wear.

Taken on the whole, however, the kid glove business has not been so profitable as it might have been since the passing of the Franco-British treaty, which extended certain privileges to Austrian and other European countries which have turned out enormous quantities of cheap gloves that have been rushed on the market to the serious detriment of business in good gloves. Never, before the treaty, was there seen such numbers of cheap sales in gloves as we have had recently. They neither look well nor wear well, nevertheless have affected business considerably.

⊙

Fabric Gloves.

There has been a good demand for Summer trade in black and white in long silk gloves, and in all lines of fabric gloves, the demand for the shorter varieties being considerably in excess of that of last year.

Children's gloves have been selling well especially through Quebec where the demand is always good for both boys and girls in white gloves worn for first communion and similar purposes.

Advance orders for Fall ask for more ringwood and cashmere gloves than formerly. These come in all colors and in standard styles, and for them the demand is pretty equally divided.

⊙

The Glove Guarantee.

"The glove guarantee is the bane of our lives," was the remark made by the head of the kid glove department in a leading Canadian wholesale. In no other line of merchandise is a guarantee asked for or expected as it is in gloves.

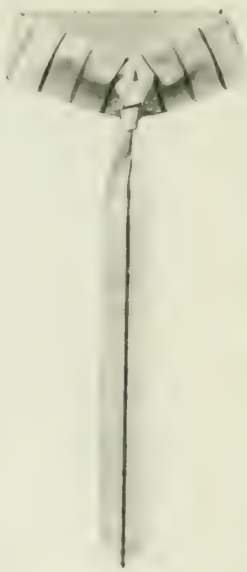
"If people would use the privilege legitimately, it would be no bother to us at all. That is to say, the number of gloves returned with breaks which are really owing to a defect in the gloves themselves is not appreciably great. It is the abuse of the privilege which causes us so much trouble and annoyance. Gloves are returned to us which show plainly that they have been worn, several times, perhaps. They are so soiled inside that it would be impossible not to detect it. And it is the easiest thing in the world to see whether a break in a glove is owing to defective material or sewing, or whether it is wholly the result of carelessness on the part of the wearer. Some women will pull on a glove carelessly; jerk it on over the whole hand at once, and tear it across the wrist, perhaps, and then take it back to the merchant as defective. And not one woman in twenty ever thinks of removing her rings before putting on gloves, which were never made for pulling over rings, and are bound to be injured or pulled out of shape.

For some unknown reason, most merchants apparently attempt to make their glove department a bait for business, and don't treat gloves justly. If they would only all stand together on the question the difficulty might be easily and quickly settled, but they won't. There is scarcely a merchant in the country who will refuse to take back a pair of gloves, although he may be perfectly certain they have been abused. He doesn't want to lose custom, and he is probably sending us back some gloves that have been found defective in any case. One or two pairs of this kind, he thinks, do not matter so very much when he is probably buying a thousand dollars worth of gloves from us in the year, and the loss falls back on the wholesaler, who can usually return only a very few pairs to the manufacturers. A few may be repaired to sell in job lots. Others are a total loss. We are helpless in the matter.

⊙

A Girdle Novelty for Summer Frocks.

A cord and tassel girdle for the high-waisted Princess or Empire gowns, so much seen now, is being put on the market by leading neckwear and dress accessories houses. This girdle comes in all the light shades desirable for Summer wear and also in gilt and silver. It has the sanction of fashionable approval in New York and Paris, and has had considerable vogue in both places already.



Soft stock collar, with tie to match, for morning wear. This style is made up in striped effects in various colors and black on white Materials are fine piques and vestings. Shown by A. T. Reid Company, Toronto

The cord and tassel girdle may be worn at the top edge of the skirt with raised waistline, being basted into place, or it may be worn about the natural waist, or lower down on the hips. Some numbers are washable. Others come in silk with more elaborate finish, both styles being offered at surprisingly reasonable rates. The retailer will find them an almost indispensable accessory for window and counter displays.

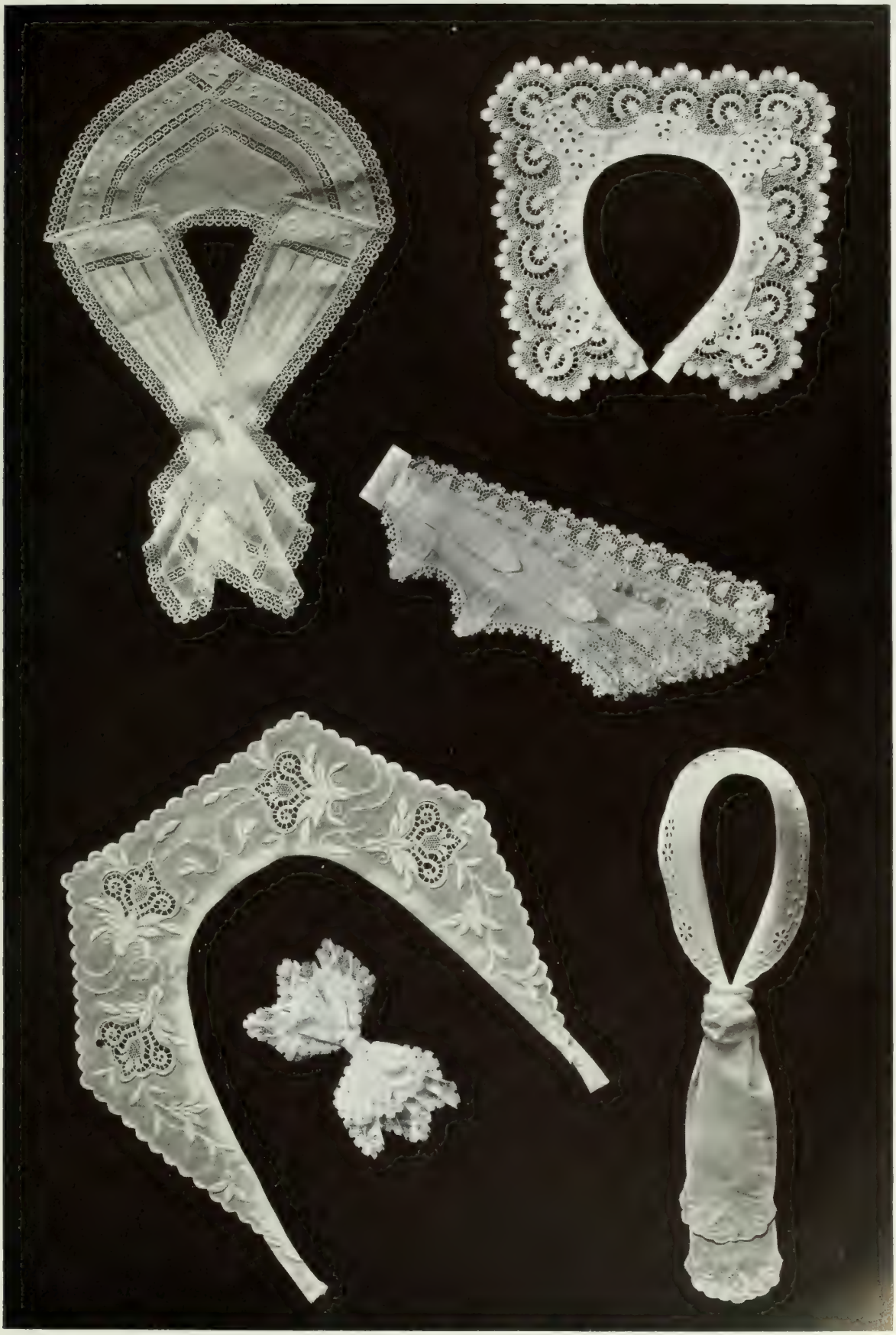
⊙

"A subscriber," writing to the New Glasgow, N.S., *Standard*, criticises somewhat severely the advertising methods of the local merchants. He declares that they are too mean to advertise. Whatever their advertising may be he apparently overlooks his responsibility as a citizen to support the mercantile institutions which help give his community a standing. No merchant should give a man an opportunity to get away with that argument as an excuse for shopping out of town.

A GUARANTEE



OF PERFECTION



A GROUP OF SEASONABLE EFFECTS

by A. T. REID CO., Ltd.

TORONTO

ART OF DISPLAY

and

Modern Store Equipment

Seasonable Window Trims

Catering to Holiday and Trousseau Needs — Timely Lines to Show — Importance of Victoria Day and King's Birthday to Decorators.

ROUTINE of display is somewhat changed this year owing to Victoria Day and King's Birthday. These come as preliminary Summer holidays and particular advantage should be taken of the outing spirit and earlier holiday excitement aroused by those important events.

Naturally, with two holidays closely following each other and in keeping with consequent traveling, opening Summer cottages or visiting resorts, ready-to-wear lines, accessories, traveling supplies, Summer home furniture, picnic and outing requirements and garden and lawn implements will be given prominence in window trims. This arrangement is simply following custom as before other holidays and anticipating wants on last minute holiday needs and seasonable lines.

May is the month for linen, china, cut glass, silver and kitchen utensil showers. Directly after Victoria Day and during the week preceding the King's Birthday, would be fitting time for these wedding gift and shower displays. Towel windows on better lines or linens for embroidery always prove paying trims if placed at this time.

⊙

Show Dainty Lacey Effects.

That little things count, and no toilette is complete for May 24th, inst., without dainty lacey effects in neckwear, washable tailored or linen collars or one of many conceits for outing wear, necessitates a window display of these articles for Saturday selling, preceding the holiday. All accessories, unique designs in wash elastic or leather belts to match outing costumes are important. Gloves, including kid, chamois, lisle thread, silk and imitation chamois or suede-finished makes are prominently shown. Long gloves should be distinctly in demand. Gauzy Summer hosiery, special values purchased in quantity and featuring plain colored lisles, fancy embroidered, open-work or stylish patterns, figures, dots or stripes are devoted to window space.

Usually a very striking and sales-bringing display of hand-dressing needs in latest designs conforming with fashions and combined with suitable accessories, such as puffs, switches, barrettes, bows and ribbons, is made before Victoria Day.



Opening Display of Smallman & Ingram, London. This is One of Two Sections, 7x19 Feet, Divided by a Silk Panel, Same as Used in the Background. One Section Was Done in Mauve and the Other in Old Rose, Finished With Plaster-of-Paris Moulding. Grey and Tuscan Silk Crepe de Chene Were Used Respectively As Draperies. Goods Shown Consisted of Millinery and Ready-to-Wear.

Individual windows of laces and embroideries anticipate June demands and corset-cover widths, wide skirtings, allovers, blouse fronts, edgings, insertions and galoons on display, help to make selection easier. If possible, one-price trims of laces at 5c., 10c. and 25c. yard and importance given to fine Valenciennes, German or Normandy Vals., baby Irish suits or wide bandings in rich effects with allovers to match should be seen at this season to help brides-to-be choose suitable patterns for undergarments, trimmings for dresses and other requisites. Fresh and charming assortments shown in quantity or matched sets over color is the approved way of display.

Wedding Finery Catered For.

Another department requiring prominence will be new shipments of veilings received at this time, including new meshes and colors harmonizing with traveling costumes, as well as motor scarfs, chiffons, tulles and novelties for boating and dust protection. quotations can be decided on quantity of stock or weather conditions. Raincoats sometimes are made a selling number at this season, when samples, with usual reductions, can be secured and used to clean up odd lines in stock.

Millinery, Underwear, Whitewear.

Millinery for the holiday and races give window trimmers an opportunity to show Summer styles and high-class gowns more extensively. These are shown before other windows of price attractions are ready for a record Saturday's selling on moderate-priced lines.

Lighter underwear demands attention and display also. Better lines in silk or lisle vests, drawers or combinations suitable for wearing with princess gowns will be shown in a small window. Quality and texture combined with lighter weight is a good selling motive.

Whitewear for June brides should denote style, quality, daintiness and value. Matched sets, skirt



Suggested Window Display for Sale of Cushion Tops—Boating, Outing and Camping Requisites Are Anticipated. Arranged by Warren Andrews, The Anderson Co., Limited, St. Thomas.

Following the practice of showing ready-to-wear lines before holidays, no doubt a late shipment of wash dresses and outing coats in fetching styles will demand a showing. At this season, mostly white and black and white designs should take best and customers will find an incentive to make selections before the holiday. Customers always prefer exclusive and different lines and these later selected arrivals on display will impress and direct them to the ready-to-wear department.

In this connection, too, advertisers will be announcing new novelties in the blouse department and windows comprise general style showings, veiled marquisettes, voiles, allovers, embroidered fronts or latest fads such as kimona, shoulder or short sleeve styles. Displays at holiday time rather suggest better lines and prices, such as $2.50, $3.50, $5.00, and exclusive novelties are given artistic settings. More attention is given, season after season, to show distinctive patterns by themselves, possibly a dozen forms in a display. Voile skirts can also be introduced with good results in this window.

May 24th denotes cleaning-up time for cloth suits and heavier lines in separate coats. One window is sufficient to devote to these lines and price and corset combinations and different elaborately trimmed designs or makes featuring fineness, are shown to meet personal preferences on the buyer's part.

In order to give dress goods departments proper swing, novelties suitable for June events are shown, ready for selection. Suitings in exclusive lengths, serges, broadcloths, soft or wire mesh and silk stripe voiles or sheer draping marquisettes in black, cream or colors, fancy silks, foulards, etc., and suitable trimmings are relegated in display by suggestive groupings. Any of these fabrics could well be draped effectively, so as to denote occasion or style.

Fancy parasols and handbags always combine to make a beautiful array for window display. These lines are introduced in completing dress goods drapes and groupings of accessories. Parasol openings are sometimes held.

Display Outing Requisites

Summery weather directs people to resorts and cottages, and merchandise from the home furnishing section will include mattings, airy curtains, hangings, and supplies for Summer comfort and prove good display. Japanese mattings, verandah strips,



Increase the Attractiveness of Your Dress Goods Display

D & P BRAND

By using the new style "D & P" draping forms. These are by long odds the most up-to-date draping forms made. Note the straight hips and the correct bust formation—following the style of figure approved by the leading centres of fashion. Goods draped on these "D & P" forms show up to the very best advantage. They will add greatly to the effectiveness of your Spring Dress Goods Display. Made in rights and lefts. Price:

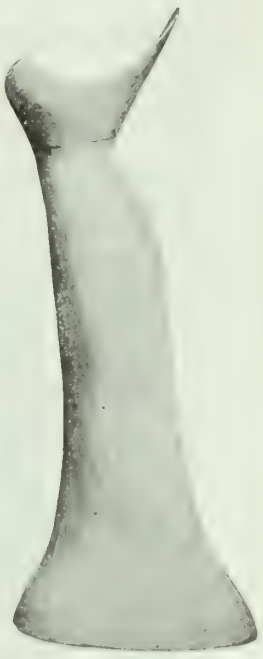
$3.00 each and $6.00 per pair

Order direct or through your wholesale dealer.

DALE & PEARSALL

106 Front St. East,

TORONTO



Vacation Classes

In Our New School Rooms



You are going to take a vacation this summer; why not spend it where you can combine pleasure with substantial profit? Why not spend two or three weeks at the Koester School in Chicago (the greatest summer resort in this country and the centre of window trimming)? You will have a delightful vacation and make the very best investment possible. It is a good investment because you **get your money back** a dozen times over, and get it back quick.

You don't have to guess what the Koester School can do for you. That can be proved to your satisfaction by the testimony of scores of satisfied students—send for their names.

NEW LOCATION

The growth of the Koester School made it necessary to move into larger quarters at 304-306 Jackson Boulevard. This move makes it possible for us to add a large classroom, devoted exclusively to our advertising classes.

Let us advise you how you can better your present position.

THE KOESTER SCHOOL 304-306 W. Jackson Boulevard, CHICAGO

A. A. Koester, Pres.; Geo. J. Cowan, Vice-Pres.; H. J. Rutherford, Manager; W. H. Bates, Charge of Instruction; J. R. Hutson, Card-Writing Instructor; Leo. Johnston, Special Service Dept.

You Have Never Been Able to Buy in Canada a Standard Cloak and Suit Model at Prices at which we now Offer These Forms.



The Reason—

We now have a factory in Canada and make all forms here.

The Prices—

We give you duplicates of our New York models and save you the full amount of duty, 35 per cent.

The Designs—

Our models are designed specially for the cloak and suit trade.

Manufacturers—

The Hall-Borchert Cloak and Suit model is acknowledged the best, and in every way the most practical for your designing room.

Merchants—

You need these forms in your show rooms. They will help you to sell garments.

Send to-day for our new catalogue, "G," containing 1911 models.

The Hall-Borchert Dress Form Co.
OF CANADA, Limited

70-76 Pearl St. ***Toronto, Can.***

wicker furniture and bamboo screens are shown with Chinese lanterns, oriental fans and paper parasols.

Yachting supplies, pennants, flags, cushions, fishing tackle, mosquito-protectors and suitable lengths of carpet for canoes or motor boats could be arranged as a novel window. Similar displays for lawn, outdoor recreation and comfort will introduce hammocks, swings, cushions, fans and tables.

Paper napkins and cloths can be used in many ways by trimmers to give their trims an airy appearance. By putting a large letter on each napkin, streamers are made calling attention to live features such as

P-I-C-N-I-C S-U-P-P-L-I-E-S.

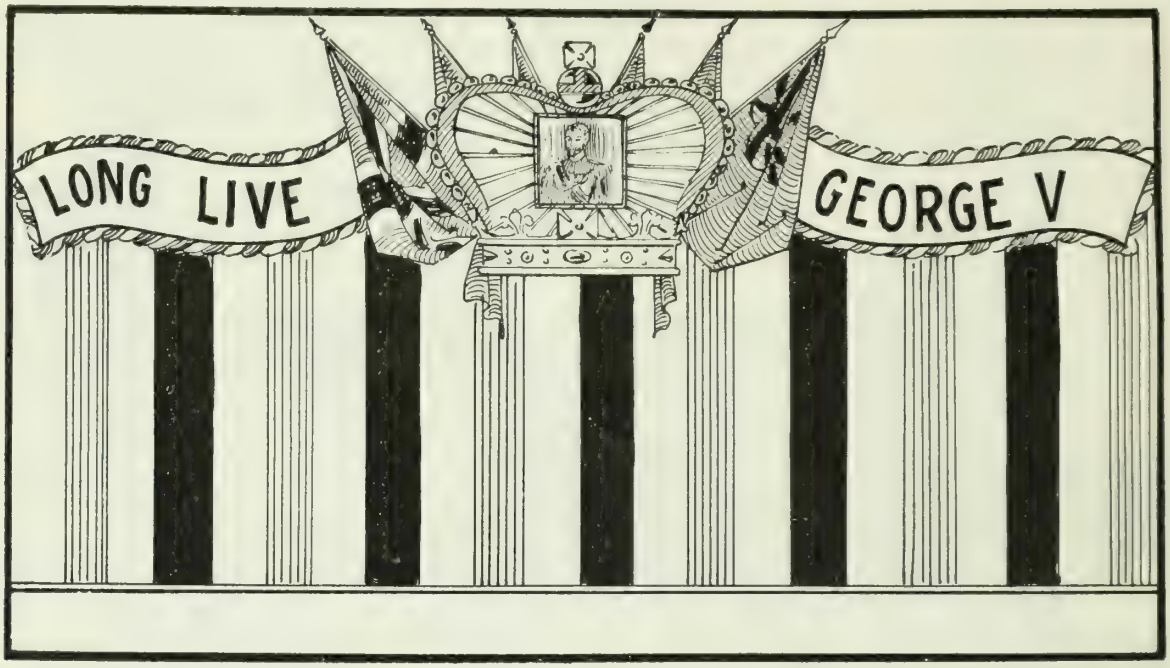
Summer requisites are shown in neat little booths made of tissue paper and special lines sold by younger sales-people.

That stores have a gala appearance during this unusual holiday season and in order to please customers such displays must make selections easier on wanted lines, trimmers will readily agree.

Windows that Suggest Loyalty.

At holiday time and in keeping with manifest patriotism, new backgrounds could be successfully carried out and resulting sales fully justify a fair expenditure. National colors, of course, are always featured on Victoria Day and will be more in evidence on the King's Birthday.

Tri-colored backgrounds are not expensive when carried out in red, white and blue cheese cloth and combined with emblems and flags. These same effects are always easily combined with permanent backgrounds and such settings always display season-



Gold, Coronation Blue and National Colors With Emblems, are Suitable for This Background. Suggested for Dress Goods and Ready-to-Wear Windows. Designed by C. B. Morden, Dress Goods and Silk Trimmer with The T. Eaton Co., Toronto.



Scotch Zephyr and Chambray Windows by A. Beauchamp, The John Murphy Co., Ltd., Montreal. Two views of a series of timely Wash Goods Trims.

DAYLIGHT, THE IDEAL LIGHT FOR DISPLAY, OBTAINED ONLY BY USING

LUXFER PRISMS



Science and Art Combine in Luxfer Prisms

YOUR store front will be improved while every possible ray of light will be caught and thrown back into the otherwise gloomy corners of your store. You can throw the rays exactly where you want them.

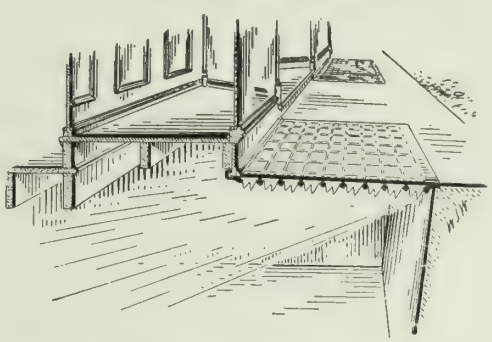
Our sidewalk lights make basements that are livable.

SOME OF THE BENEFITS

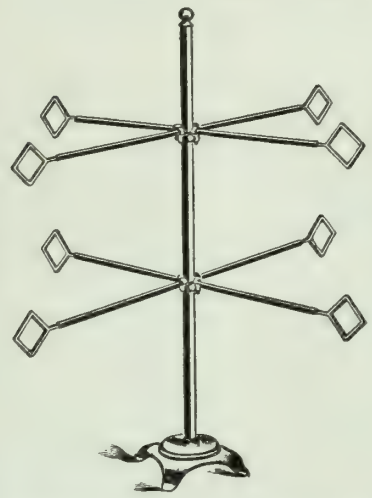
More Space for Display
More Cheerful Surroundings
Contented Employees
Improved Appearance for Your Store, etc.

The matter is worth investigating. You will be surprised at the ease with which you can get results, and the moderate cost.

SEND FOR CATALOGUE



LUXFER PRISM CO.
LIMITED
MONTREAL TORONTO



"PARIS" HABERDASHERY STAND

Fixtures That Sell Goods!

For the display of every article in your store we make a fixture unequalled in effectiveness, quality and finish.

This is no idle boast! Hundreds of drygoods men throughout the Dominion bear witness to the selling abilities of our fixtures, and our prices bear favorable comparison with any house in the trade.

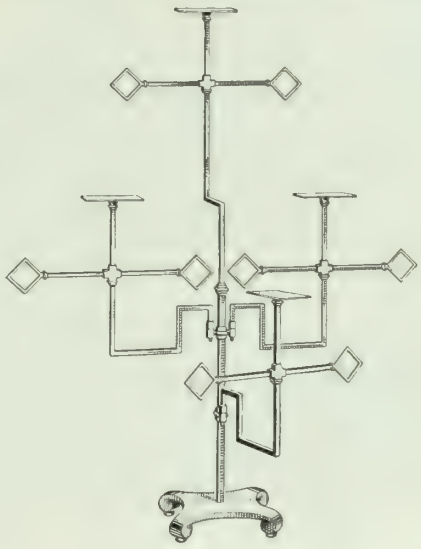
Will you advise us what your requirements are? We will, if necessary, make up any special fixture to your own design.

Our plant and facilities are unique and complete.

Write to-day for our illustrated catalogue and details.

Toronto Brass Mfg. Co., Ltd.
17-21 Temperance St., TORONTO

WINDOW DRESSING IDEAS



No. 264 D

Write for Catalogue.

J. R. Palmenberg's Sons
Established 1852

710 Broadway, New York
Factory: 87, 89 and 91 West 3d Street, New York

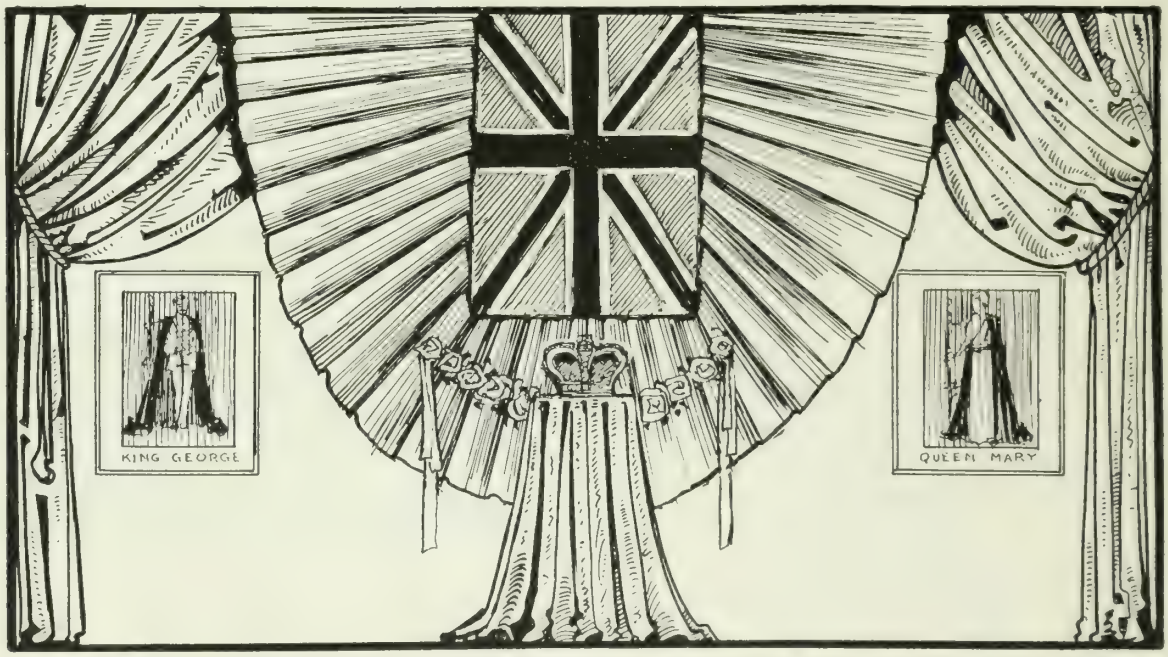
36 Kingston Street, 110 Bedford Street } BOSTON
10 and 12 Hopkins Place BALTIMORE

able lines on view very effectively. It is not necessary to ask for any appropriation unless it is decided to carry the same background until Coronation week or even until Dominion Day. However, when occasions of importance demand and when it is considered how long a national background will serve at this season, more elaborate settings could be arranged by anticipating window expenditures until July 1st.

No doubt merchants will wish to show their patriotism and window trimmers will be expected to carry out striking ideas. In most stores, decorators have available materials in several departments suitable for national display purposes.

Summer requisites, whether for apparel or holiday outfitting or home and resort comfort, rather suggest such a background.

It is only in keeping with natural environments evident all over Canada, especially during Summer months and more so during May, June and July of this year.



Platform or Stage Decoration for Large Public or Lodge Events During "Coronation" Week. National Colors in Sunburst and Curtain Effects. Suggested Drape for the "Speakers" Table and Importance of British Jacks. The Same Design in Less Massive Form Might be Worked into a Window Setting.

⊙

Suggestion for Coronation Background.

A suggestion for a coronation background or window display is offered by C. B. Morden, with the T. Eaton Co., Ltd., Toronto. This background can be very easily made by anyone handy with a keyhole saw. To make the crown, rough lumber can be used and a design cut out, which should be covered with blue felt (coronation shade if possible.) Gold-colored cheesecloth is then pleated sunburst style from the middle of this design, and a portrait of King George placed directly in the centre. To make the two ornaments at the top of the crown similar lumber and blue felt covering is used. Flags may be draped as suggested in the cut or in other emblematic designs which trimmers prefer.

The banner-like section with the words "Long Live King George V," can be made of ordinary boards, covered with blue felt, edged with large rope gilded over. Cardboard gold letters are pinned or glued on, and would make a striking contrast against the blue panels.

Cheesecloth is pleated from the framework to the floor in alternate red, white and blue, or other national color combinations which may be desired by the decorator in his color scheme. White and gold would look well.

If dress goods are to be placed in front of this setting, it would be a proper plan to confine the color scheme to blues and gold, with the single exception of flags and portrait. All harmonizing shades of blue could be trimmed with gold braids, buckles and gold colored accessories.

Chop bowl stands in different heights could also be used to advantage in furthering the coronation scheme. Goods must be draped loosely over these stands in long, flowing lines suggestive of imperial robes. On top of each stand place a bronzed cardboard crown, which may be made more realistic by the addition of jeweled hatpins inserted through the base of each.

If such an arrangement were carried out in addition to the background, a striking window is sure to be the result, and one that is bound to sell goods on display or direct people to the dress goods section.

Toronto Horse Show Displays

Merchants Assist During Horse Show Week by Effective Window Arrangements — Eaton's, Simpson's and Murray-Kay's Awarded Prizes

TORONTO windows presented a gala appearance this year and Horse Show colors—blue and gold—were used in many store trims in recognition of this yearly event. The large stores made elaborate displays, and merchants throughout the city, costumers, milliners and ready-to-wear firms, made creditable effort to recognize Toronto's fashion show. In awarding prizes, the

DISPLAY YOUR BEST GOODS

In many establishments it is not possible to put on show the best of the stock because of the constant danger of damage by handling or dust.

DOMINION FITTINGS

are planned to meet your every need and the cost is the minimum. We will be pleased to quote you on your requirements and will send you catalogues of our standard fittings.



AN IDEAL CASE

is shown in the cut. It is made to show one full sized dressed ladies' figure. The height of it is 7 ft., the width 3 ft. 4 in., and the length 5 ft. The door is hinged at one end. The floor of the case stands 8 in. above the store floor. All the glass is clear plate glass. The sizes and details have all been arranged to give the best effect for one dressed figure. Larger sizes will be made for two or more figures.

BRANCHES:

300 St. James St. W., Montreal
51 Richmoud St. E., Toronto
Ashdown Block, Winnipeg

DOMINION OFFICE AND STORE FITTING CO.

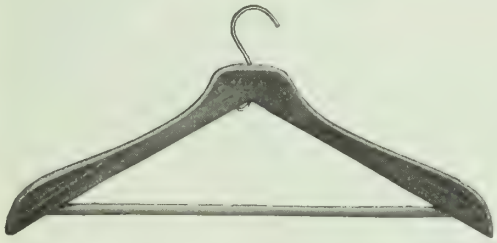
LONDON LIMITED ONTARIO

You Are Looking

FOR A

Perfect Hanger

Here it is



No. 560X SUIT HANGER

Price per 100	- - - -	$8.00
" " "	without Pant Bar -	6.00

A sample order will convince you that there is no better hanger made for holding garments.

Perfect in Shape, Perfect in Finish, Stronger Than Ever } Write to-day for a sample by mail

OUR COMPLETE FIXTURE CATALOGUE MAILED UPON REQUEST

CLATWORTHY & SON, Ltd.

161 King St. W., TORONTO

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

judges proved quite impartial, and satisfaction was heard on all sides. Displays were full of merit, and merchants co-operated materially in making the Horse Show a success.

In the background a rustic fence formed in effect a park-like paddock, and sufficient color was introduced by banks of blue cornflowers and spreading stalks of large, double, yellow hollyhocks. In order to give a soft sky or outdoor effect green tarlatan was placed over the back mirrors.

Beautiful gowns, blouses, suits and military uniforms, one representing each local military organization, were displayed, and no accessories were introduced except those necessary to complete matching of gown or costume on each figure or unit.



T. Eaton's horse-show windows, by A. E. Apted, awarded 1st prize. A park-like paddock, with a pebbled bridle path and green sward, suggested natural environments. Banks of blue cornflowers and sweeping sprays of hollyhock added sufficient color to a pretty rustic background. Each detail of pose, military dress and accouterment was correct

The Eaton Display.

The T. Eaton Co. were given first position. A. E. Apted devoted all of the new section windows north of the new entrance to his display. Style and actual environment were made a feature. A pebbled bridal path and greensward were used as a ground setting.



Awarded 2nd Prize. Arranged by Parry Hollingsworth, in Charmded in this Display Harmonized with Club Colors Used. Simpson's Gold and Blue Horse Show Window Everything Indige ot the Decorating Department.

Two smart-looking horses, a bay and a grey, properly accoutred, were posed, and showed a lady in correct riding attire and an officer of the G.G.B.G. in regulation uniform. The entire display was handled in strictly "horsemanship" style, and style was shown in every figure, pose or grouping. Millinery, parasols, boas and accessories were combined only in accord with each required necessity for so important an event as the Toronto Horse Show.

Blue tickets, with a centre mat of gold and cuts of horses' heads, were suitably lettered and called attention to the fashionable display. Indeed, publicity was given to "Horse Show" dates and to the importance of this event in fashion circles.

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" Blue and Gold " at Simpsons.

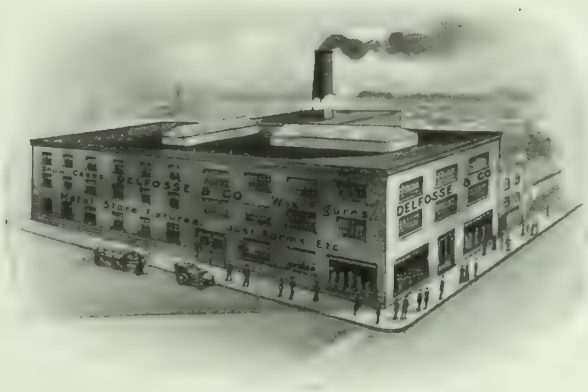
For the Robert Simpson Co., Harry Hollingsworth was awarded 2nd prize. Two Yonge street windows were devoted to a beautiful display in which Horse Show colors were made equally important. Each window harmonized in yellow and blue, even to gowns, cloaks, blouses, parasols and unit drapes. As a means of contrast, one setting was made to show blue most prominent, and in the other gold as most appropriate.

Backgrounds were paneled in blue felt by dividing a plain surface with gold bullion banding. Lambrequins extended the full width of each window and were outlined with gold in a striking design. Lambrequins and draperies were edged in deep gold fringe. At the ends of each plate glass and adjoining the front pillars panels of club blue, finished with gold satin bands were used as a background for suggestive hint and jumping scenes or horse show pictures.

In the centre of each window, gold-framed panels, draped in yellow and blue silk, announced the Horse Show.

At the Horse Show in the Armories, the decorations were also done by the Robert Simpson Co. An immense canopy was hung in one piece covering the entire roof of the main building, which in itself was a commendable feature. Horse Show colors were artistically draped over the loxes and galleries and throughout the whole scheme, making a very striking effect. On the main floor a park-like enclosure was made with massive gates at each end. At intervals along the outside walls large vases filled with palms and flowers and lighted with tiny lamps capped each post. A dignified colonial effect was gained in making a fitting setting for show purposes. Walls and gateways were done in white. It is seldom, if ever, that the decorations for any previous event

Moving to Our New Sample Room and Offices



Owing to the large increase of business, we are adding to our present factory over 6000 feet of floor space, where we will have our Sample Room and Offices, with show windows on Craig Street, cor. Hermine Street. We will have on exhibition the largest assortment of Window Fixtures of all description in Canada, such as

Polished Brass, Oxidized Nickel, Brush Satin Brass, French Wax Figures, Bust Forms, Mirrors, Clothing Cabinets, Showcases.

CATALOGUES FREE ON APPLICATION.

Quotations on any style of Brass Work,

When in Montreal call and see us.

Delfosse & Co. Cor. Craig & Hermine Sts. Montreal

Established in 1900

CRYSTAL SEALING MACHINE

Stop Using String!

Crystal Sealing Machines will save you 40 per cent. on twine and 100 per cent. in labor and time. Puts your printed advertisement on every package you handle. Machines, $5.00 each. Tape, plain, 800 feet, 45c. roll. Tape, printed, 800 feet, 80c. roll. 4,800 ads. on each roll. Special prices on quantities.



Crystal Sealing Co.

204 Stair Building : : TORONTO

Saves Time, Labor and Money.

in this building were carried out in such an appropriate manner.

Beautiful materials, cloaks, gowns and fashionable millinery were shown in this setting and strikingly arranged. Baskets of golden grain and blue poppies, with bows of satin ribbon to match the general scheme, completed a trim thoroughly depicting Simpson's importance in fashionable events, both in their ready-to-wear section and in the decorating department.

Murray-Kay's Illuminated.

H. C. McDonald, decorator for Murray-Kay, Ltd., was awarded 3rd prize with his Horse Show window exhibit. In this display club colors were also used in showing high-class gowns, millinery and accessories suitable for such an important style event, as Toronto's Horse Show.

Four large pillars in blue, white and gold, supported the background. A large centre-piece shaped like an hour-glass, was surmounted with an immense horseshoe. This unit was covered with side-pleating and Shogran puffing of blue and gold silks. The horseshoe was electrically lighted, four tiny lamps at each side being suggestive of nail heads, while three frosted and larger globes at the centre and two at each end represented the corks. Plain material, paneled at intervals with gold banding, was used in the bottom of the window.

A card panel, also done in Shogran puffing, announced that "Horse is King," and was placed so as to balance the general effect. This card was also embellished with ribbons and whips. Horse Show favors, saddles, bridles and carriage whips accentuated the arrangement and carried out an effective setting.

Assembled in the display rich gowns, stylish afternoon cloaks, coaching and fancy parasols, high-class bags, shoes, ladies' riding boots, and accepted fashions in novelties, readily suggested to interested people that this firm were perfectly able to cater to Horse Show demands. All the different groupings and figures were arranged to depict most forcefully the adaptability of the goods displayed for events of this kind and other fashion shows. All the display space west of the main entrance was used and special lights were used during Horse Show week.

Good Advertising Through Co-operation

Whole Page Devoted to Easter Style News in Fort William — Forming Public Impression by Broad Methods — Use of "Filler" or Departmental Ads. in Small Space — Notable Examples from Goodwin's, Limited, Montreal; The Bristol Store, Picton, and Crowell's Limited, Sydney

A FULL page of the Daily Times-Journal of Saturday, April 8th, was devoted to millinery interests in Fort William. Whether this feature was the result of co-operation between merchants and publishers, or was given by this newspaper either in conjunction with advertisers or as general style news, a very creditable and far-reaching lay-out was effected.


GOODWIN'S LIMITED, Owning and Operating A. E. REA & CO. MONTREAL, LIMITED

ACCIDENTS OF TRADE

AN IMPORTANT STIR IN THE NOTIONS

Regarding Fine Wall Paper

Ladies' and Children's Wear Friday's Dress and Skirt Prices

Special Prices in Friday's Millinery

Fashionable Dress Fabrics for Friday AT 79c PER YARD

Infants Garments 10c On Friday

Dutch Linen

Boots and Shoes

SILK REMNANTS

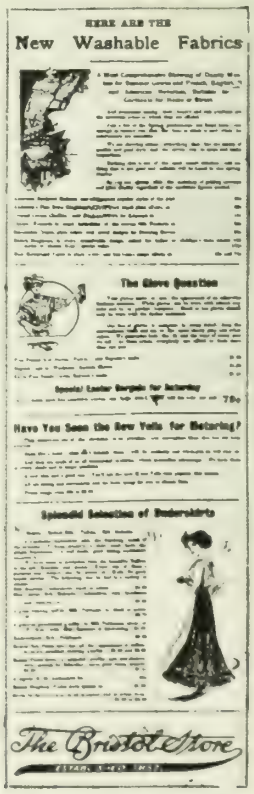
Fancy Linens Let Very Low

GROCERIES

Goodwins Limited

One of Goodwin's, Limited, First Announcements. New Name Plate and Timely Editorial on "Accidents of Trade" and Consequent Bargains. A Live Notion Sale, Well Handled. Good Panelling.

Pictures of different salons or departments were featured with style cuts of Easter millinery. Inter-


HERE ARE THE New Washable Fabrics

The Glove Question

Have You Seen the New Veils for Motoring?

Splendid Selection of Underskirts

The Bristol Store

Well-Balanced, 3-Column Ad. for The Bristol Store, Picton. This Ad.-man's work is usually good every week.

views with leading milliners or ready-to-wear people related to the new Spring vogue, descriptions of latest creations and importations arrayed for Eastertide selection. Style information was given in an impressing as well as newsy manner, and interest

no doubt aroused in millinery departments by this combined effect that otherwise would be impossible. Such advertising is therefore to be commended.

Six different illustrations gave readers an idea of departments conducted by C. E. Chapple, Newcombe's, R. M. Hamilton's, Winfield's and E. C. Currie's, while Miss McDonald, of the Hudson Bay Co., contributed an authentic resume of Spring styles in costumes, dresses, coats and raincoats as displayed in her department.

Merchants have a large field for co-operative advertising in this way. If interest is aroused and maintained, as it no doubt can be by such methods, publishers can work with merchants to mutual advantage. There are many seasons just as important to other departments as Eastertide is to millinery and "live" articles are possible in a general way that will prove resultful along broad lines.

"Between" or "Filler" Ads.

In order to off-set, in a measure, the impressions given customers through "sale" advertising, small or filler ads., along departmental lines become very important. There are many sections in any store, which can be given departmental representation in these "between" ads. For instance, if contracts call for so many lines a year and increased space is given an important event, smaller announcements devoted to individual department lines will tend to re-establish any possible loss of prestige.

These smaller or averaging advts. adhere to style information from such departments as millinery, skirts, coats, blouses, hosiery, gloves, underwear, corsets and all sub-lines that merit broad handling on department basis.

One-subject advertising can be given more atten-



Small or "Filler" Ads. on a Departmental Basis for Different Seasonable Lines. This Plan is Used to Give "Tone" After More Aggressive Advertising or Between Larger Announcements to "Average" Space.

Ultimate results will benefit individual departments in no uncertain manner and personality will be emphasized by striking advertisements and up-to-date windows. Departments will merit and attract business along most approved lines..

Increased business brought about by announcements of this kind should enthuse the merchants and inspire them to greater efforts. His share of the benefit therefrom is only measured in proportion to standing and importance indicated by originality, stock carried and departments conducted. Public impression is a strong point in directing such business and must be prudently catered to.

tion and help to overcome impressions left by incessant pounding on daily sale events or strictly followed semi-weekly, 10-day, semi-monthly and monthly campaigns. There are also some days, such as Monday, where results are not so apparent and smaller ads. are just as efficient as larger spreads. Therefore, general store news and one-subject advertising in smaller spaces has an important place in schemes that obtain proper results. Saturday night advertising is handled in different ways by merchants and affords a splendid opportunity for a one-line advertisement except when seasons require "After Supper" sales.

In towns where merchants only contract for small daily or weekly space, one department layouts should be interspersed occasionally and could even be made to give better results than those sometimes seen, which treat of numerous lines in a half-effective manner hardly in keeping with seasonable importance of any one offering noted.

The twelve announcements illustrated contain suggestive advertising. These all deal with seasonable lines in small-spaces and on departmental importance. Many such little "tone" talks are possible in yearly advertising. They can be made to assume as important a position as larger events in the general scheme.

Although some ad.-men include these talks with general store news and price quotations, smaller


Crowell's Limited
Sydney's Greatest Store
Wonderful Display of Spring's Fashionable Dress Fabrics and Silks
A collection not out-done by the most exclusive city dress goods shops — a showing bordering on the phenomenal and the materials shown were all our own importations—consequently the reason for our selling so many and selling them so remarkably low compared with other stores. If you have not purchased your New Spring Dress, come in today or tomorrow and let us show you some of these.
1.25 and 1.35 New Satin Foulards At 95 Yd
Best $1.48 Grade French Serges At $1 Yd
Don't Miss This
Don't Miss This

Crowell's, Limited, Sydney's Greatest Store. Here Has an Effective Layout, With the Possible Exception of the Price Section at the Bottom Which Might be Improved by Hand, Rather Than Machine Setting.

averaging or filler one-line layouts possess a dignity otherwise impossible. Results are apparent in many other respects than "actual sales." This does not impair their certain value as "sales-getting" mediums, however, when aggressive and "live" information is given in a "snappy" way.

Many distinctive small layouts could be introduced during May, June and July, where aggressive merchandising is apt to become monotonous through repetition and usually followed tactics culiminating in half-holiday events and clearance sales.

Advertisements That are Always Good.

The Bristol store, Picton, always use their advertising space to good advantage whether in weekly or sale announcements. There is always an underlying element of prestige, style authority and a feeling of confidence inspired. Space is also allotted with regard to sectional importance and seasonable values quoted as business-drawing cards.

Their ad.-man has made good use of cuts in this instance and although 3 columns, full-page length is usually hard to arrange and apt to appear one-sided, such result is not seen in this case. While more effect would be given if price quotations were carried in black type, ad.-men often are unable to convince printers that the trouble involved is worth it. Machine slugs are used by printers as much as possible to save time and type.

Bristol's ad.-man makes the most of his advantages week after week and usually it can be taken for granted important lines will be ably handled at seasonable times. His talks are convincing from the point of truth in previous offerings and his diction has a "tone" of personality equally persuasive.

Some Unique Phrasing.

Crowell's, Limited, Sydney's greatest store, has a layout that is somewhat out of the ordinary. It is attractive and no exception or suggestion is offered except that more balance would be gained by printing the two panels at the bottom in larger or black type instead of indifferent-looking machine type. Some exception might be taken to one or two descriptive items in which the language used is hardly applicable to dry goods, as, for instance, "very newest, shiftiest and handsomest in captivity." "Superb" is also a strong word and voiles that "switch a petticoat" and "give class to the wearer" must indeed be stylish. "Chantona" is a new one as is also "Suiting Natti" which is among lines "not to be missed."

Crowells' ad.-man has ideas and opportunities but it seems that there is some room for more dignified wording. Several good examples more in keeping with this splendid store are included in this ad., but these are in a measure overshadowed by the unnecessary passages such as those quoted.

Goodwins' Limited Advertising.

Goodwin's, Limited, announcement on Thursday, April 20th, devotes several important features and is illustrated mainly on account of "layout," name plate and panel devoted to "accidents of trade." This editorial uses fashion and resulting conditions as an argument in favor of a real bargain. Owing to less yardage being required in making prevailing styles, unusual limitations and circumstances have been brought about which Goodwin's, Limited, have used to excellent advantage as an advertising medium. It is an attractive merchandising argument.

Panels are used to good end and department offerings are especially important, following enthusiastic efforts to "clean up" odd or surplus stocks. Notions are made a leader and information is not given in superlative terms although comparisons of value would possibly have excused a few. This sheet aims at originality and is completed with a striking 3-column name cut.

A Neat Folder.

Thompson's, Limited, Sault Ste. Marie, issued neat folders, advertising Spring suits and coats. A pointer about corsets was also given prominence. Each booklet was mailed in an envelope 5½ x 7 inches, addressed to their different customers.

This effort should have proved good advertising for the ready-to-wear department. Neat printing on white card, plenty of cuts and snappy statements with prices sufficiently distinctive were used. Similar wording could be addressed to any customer personally in showing the garments. Customers also would here form an exact idea of what styles Thompson's were offering at popular prices for Spring, 1911.

Artistic Cards for Fashion Promenade

How the Murray-Kay Co. Emphasized the Important Points in Their Recent Display by Means of Appropriately Worded and Designed Show Cards — The Materials and Implements Used

By Arthur S. Hardy, Card Writer for Murray-Kay Co.

SHOW cards are the merchant's best salesmen. The up-to-date merchant is no longer content with displaying his goods only in his window. He puts in show cards also, which attract the attention of every passer-by. The writer believes that every merchant, when he carefully considers the use of show cards, fully realizes their value to him, in his business. The most successful business houses in the world, trace a great deal of their success to the liberal use of show cards.



Show Cards by Arthur S. Hardy, used in connection with Murray-Kay's Promenade of Fashions and Millinery Openings.

The cards illustrated and described here were used in connection with Murray-Kay Co.'s "Promenade of Fashion." In their production utmost care was taken to have them harmonize with their surroundings—an important point in card-writing.

The cards No. 1, 2, 3 and 4, were lettered in black, on a pebbled mat, size 10x20, the large words being in Roman and the smaller made with a No. 3½ soennecken pen, shaded with a light tan, striped and ornamented with gold, while the large letters and cards 3 and 4 were double-shaded with gold.

Card No. 5 was done in black on a cream board in outlined Roman and smaller letters with soen- with gold.

Card No. 6 was on a pebbled mat 10x20, lettered with black and shaded with charcoal grey, ornamented with gold; the letters were made with a No. 1½ soennecken pen, single stroke square English.

Card No. 7 was made on a pebbled mat 10x15, the word gloves was made with a No. 12 brush, single stroke style, and the small letters with soennecken pen, shaded with mauve, and ornamented tan ornamented with gold.

The Spring opening card was made on a heavy white mat, bevelled, size 26x10, it was lettered in black, shaded with a double shade of charcoal grey and ornamented with light green. The letters being in square English.

The large card was cut in a shield design from a heavy grey mat, lettered in purple and shaded with a lighter shade of the same color, and striped with gold. The old English letter was made in single strokes, with a No. 2 soennecken pen, and the small reading matter was made with a No. 3½ soennecken pen, while the words "Promenade of Fashions," is a single stroke style, made with a No. 12 brush.

O : Interest to Canadian Millinery Trade

Large Bows for Millinery

Wide Satins and Velvets are Extensively Used —Flowers and Feathers Featured—Favor for Deep Pink, Cerise and Red.

The warmer weather of the past few days has greatly inproved the outlook for the present season, and the long-delayed Spring selling is now fairly under way.

Small caplike shapes of rough braids, and close-fitting turbans predominate. Many Pierrot shapes are worn, particularly by the younger women. The majority have the high pointed crown with a narrow upturned brim all round, though some of the newer models have a drooping brim turning up abruptly at the side or in front. The helmet shapes are making their way with the better trade, and some exceedingly smart bicorne and Napoleon shapes are seen.

Though rough braids have been good for the early season, there is an increasing preference for the pressed hat. Hemp, Tagels, crins, Milans and Javas are all well worn, and there are tendencies manifesting themselves in favor of the rougher straws. Larger shapes are often on the sailor order, and both the familiar Georgette and the newer Reboux with the brim that turns up all round are in increasing favor.

As the season advances more use is made of ribbon as a trimming. Wide satin or velvet ribbons are extensively used in black and in the new millinery colors—cerise, fuchsia, king's blue and Empire green. Black and white striped ribbons are used and are particularly liked to trim the black hat in combination with cerise or Empire green. Empire green is most favored for the street hat, while the new red shades are reserved for dressy wear. Large looped bows are the latest, placed across the back of the hat or obliquely far back on the left side. The large low-crowned sailor shapes have drapes of wide velvet ribbon brought across the front and to a point at the right side, and then continued across the back to the left side, the ends finishing under the feathers or the floral trimming. When wreaths of flowers are used or the new lattice effects, a velvet ribbon is also draped around the crown. Many of the bowl-like turbans have the large loops forming the bow inserted in a slash in the straw, the latter forming the strap of the bow.

Both flowers and feathers are extensively used, feathers being used for dressy millinery and for the matron's hat and flowers to trim the hat of the more youthful wearer. Of course, there is no arbitrary rule observed, but that is the general effect, as the rich sweeping mounts and panaches are much too elaborte to be suited to girlish faces.

Large and small wings and many quills are seen on the simpler hats.

Flowers, Feathers and Fruit.

The very greatest favor is shown to deep pink, cerise and red roses, and all flowers in these shades are extremely favored. The flower manufacturer has taken up the production of the hand-made silk flowers. This has relieved the milliner of much work and has also lessened the price of this class of flower. Very pretty wreath effects, trails and bunches of hand-made satin flowers are showing.

Fruit is the high novelty at the present moment. Cherries, grapes, plums and small apples are shown, many being of velvet. Berries made of imitation coral are good, and coral branches are combined with foliage with good effect.

Millinery at the Horse Show showed how wonderfully strong and wide-spread is the vogue of black and white. The great majority of the hats worn were either black or white, and many were in the dead white that has not been worn for some time. As a rule, the white hat was trimmed with black, with touches of one of the vivid millinery colors now so fashionable. The black hat was also much in evidence, and king's blue and the new Dutch blue mixed with deep pink or cerise flowers was the trimming combination most often seen. Creamy white was combined with roses on the Gloire Dijon order, with the pink and orange shades. Pressed shapes of tagel and crin were most in evidence, and plateaux and hoods of these straws were often wired into the new caplike shapes.

Many of the large hats were plainly covered with fancy mesh lace nets, and lace under-brim facings plainly stretched over the straw so that every detail of the pattern showed up in relief was a feature often seen.

Changed Fashions in Hair Goods.

Undoubtedly, if millinery be any criterion of hair dressing, the flatter coiffure is now the best style. All the hats designed for young heads have a close-fit head size or are in a sort of cap shape which demands only the slightest padding or no pad at all.

There is, however, plenty of height, so that curls and puffs, with, perhaps, dependent ringlets, find place on the top of the head well toward the back. Flat bandeaux or strands of hair enclosed in a net will be the popular priced articles used to eke out scanty tresses. Merchants should not suppose that the going out of the very full coiffure means the passing of "extra hair." Quite the contrary, as the woman whose hair is insufficient to gracefully cover her head will be all the more in need of artificial aid when she may no longer frizz and back-comb it into a huge fluff over a large, encircling pad.

The new style will mean careful draping of the hair in front to make it appear abundant round the face and at the part with the addition of coils or bandeaux round the crown to conceal deficiencies, and curls and puffs on top, or knots or round pads for knots at the back of the head. The former style will demand a barrette, the latter, the use of one or more combs. It would be difficult indeed, for the average woman to use these styles except as so supplemented.



Millinery Commissioners

LIMITED

Offices in Toronto and Paris



WE ARE BUILDING BUSINESS ON A FOUNDATION OF VALUE AND STYLE

You cannot purchase mere effect through us, because we invariably include quality, and enough of it, to guarantee satisfactory service, as well as attractive appearance. When we sell you a wing, it is made in a fashion which assures satisfaction. When we sell you a flower, the quality of muslin, or other materials employed in its construction, invites close inspection and makes friends, not only with your milliners, but with customers as well. When we sell you a shape, it looks as good in the hand as it does on the head, and in use proves as serviceable as it is sightly. When you select through us, millinery necessities or luxuries of any kind, depend on it, *quality is a consideration in our business scheme, which is invariably paramount.*

You cannot determine value by effect, but only through intelligent comparisons.

Give us the opportunity of showing our range this season and we ask no other consideration of you.

WE ARE SELLING MILLINERY ON A COMMISSION BASIS AND WE OFFER ALL THE ADVANTAGES WHICH OUR ENERGETIC RESEARCHES REVEAL.

We send three men abroad each season, that each man may attend to those lines he particularly understands.

WE ARE MILLINERY SPECIALISTS AND OUR UNPRECEDENTED PROGRESS THIS LAST YEAR IS AMPLE PROOF OF THE TRUTH OF OUR CLAIMS.

When our representative interviews you, GIVE YOUR MILLINERY INTERESTS THE ADVANTAGE OF CAREFUL AND COMMENDABLE COMPARISONS.



MILLINERY COMMISSIONERS

LIMITED

TORONTO, ONT.



KNIT GOODS NEWS

Better Lines Well Taken

Mills Busy with Advance Orders for Sweater Coats —Increased Call on All Numbers—Great Diversity in Jacquard Knits

NOT only has there been a demand for better qualities on usual priced lines of men's sweater coats stocked but there is a pronounced success in tailored knit makes in higher grades than heretofore. Mills are busy completing orders placed early in the year. In this respect most buying was done earlier owing to conditions last season, when stocks were depleted. Merchants have only bought for immediate requirements and an increase is noted on all numbers. This follows owing to utility reason already noted and to anticipation of increased demand on the part of consumers. For October and November when repeats and new lines are shown greater orders than placing will rule, as weather conditions and style enter more explicitly as seasonable and defined.

On higher class goods 1 — 1 stitch "V" coats in shorter lengths are wanted. Garments are taken in 22-24 inch, which cannot necessarily be seen in wearing either at the neck or below the outer coat. Nothing shorter is likely to be asked for and regular samples shown are 28 to 33 inches. These have been taken in varied colored and college combinations of grey, cardinal, navy, myrtle, tan, brown, slate and heathers.

No call for different weaves than those shown has been heard of and generally buyers are satisfied with samples offered. Weaves are only limited by the genius of manufacturers and many combinations are possible both in stitches and ribs to give effect. This is just as much apparent as blending of colors.

Hosiery in High Colors

Style a Strong Factor and Becoming More so— Some Apprehension Among Jobbers About Repeats on Light Shades—Increasing Demand for Silk Qualities.

On every hand is heard comments about the increasing trade on silk hosiery in Canada. Although Canadian manufacturers have not reached perfection in their lines and buyers here prefer imported makes as yet, there is no reason but that shortly Canadian goods will become an important factor in the hosiery market.

It is not suggested that even if United States manufacturers have been successful in offering cheap enough lines to compete with lisles and mercerized hosiery, that Canadian manufacturers will be justified in producing cheap lines.

Buyers state that, although cheaper makes will become just as important should they be shown here as they have been on the other side, Canadian trade to-day demands better qualities.

That cheaper short silk or vegetable silk lines have sufficient strength to be serviceable is questioned by Canadian merchants. However, if Canadian manufacturers are able to offer suitable grades on cheaper lines than those now offered in the market there is no doubt but that tremendous success will follow, to the detriment of better qualities in lisles and imported makes. There is at present a growing demand for silk grades which jobbers say will make silk hosiery of prime importance in the department, even if nothing cheaper is in sight.



Fall sample in men's sweater coats shown by Scott Knitting Co., Toronto. The collar of this garment is adjustable three ways, by means of loops and buttons.

So far this season, cashmeres in black and tans have been the important sellers. Several embroidered designs have been exceptionally good. During the first warm days customers have been asking for black or tan mercerized and guaranteed lisles in good qualities.

Hosiery is becoming a greater feature in style and Canadian women demand hosiery with some particular shade to match gowns, hosiery or occasion in view. Already cashmere embroidered lines introducing coronation designs and colors, such as purples and blues, or combined shades worked into crown patterns, have been offered. In lace and lace embroidery, new lines to be ready by May 24th will show patterns of jewelry or embroidered designs as featured in coronation robes. These will mostly be shown in black, with black or colored embroidery, and will retail at 75c, $1, $1.50 pair.

Give Your Customer the Best

WE HAVE MAINTAINED A CONSTANT STANDARD IN OUR

Hygeian UNDERWEAR

that couples the word "Best" with every piece of goods that bears this mark.

Pleased customers are your best advertisement, and you will always find your patrons pleased with weave, cut and wear when Hygeian is in question.

IT IS A GOOD LINE TO PUSH

Carried by the Best Wholesale Houses.

Eagle Knitting Company

LIMITED

Controlled by J. R. Moodie & Sons, Limited

HAMILTON, ONTARIO



We Invite Comparison!

IN the line of men's underwear, in all weights and sizes.

"ST. GEORGE" BRAND

more than meets the requirements of your most particular customers.

We have spared no expense to make "St. George" Brand the acme of perfection in respect of fit, finish and quality, and you can honestly recommend any garment bearing this label with the utmost confidence.

Moreover, we safeguard the drygoods man's profit, by insuring for him an excellent margin on every garment he sells.

Don't order till you have seen our line.
Your jobber handles "St. George" Brand.

SCHOFIELD WOOLLEN CO. LIMITED

OSHAWA, CANADA

Wholesalers and merchants are not buying these lines, except to introduce novelty into their displays, but consider them somewhat faddish and apt to fall flat afterward. There are some buyers, though, who have taken a sprinkling for advertising purposes. There is no doubt but larger stores will find them somewhat of a success for Summer selling.

Following this style tendency, some wholesalers express apprehension regarding the outcome for high colors during the next few months. As noted some time ago, colors were stated to be somewhat slow, but weather conditions were given as the cause, and that directly the season became more advanced satisfactory business would be forthcoming.

In anticipating styles, it will be seen that white will be equally popular with black and tans, as Summer comes. This follows demands for dresses, cream serge, and pencil-stripe suits in black and white. However, popular shades in foulards and mercerized mulls, especially sky, coronation blues, natural shades, pink, greys and white with black will influence customers, and merchants will experience consequent calls for such shades as match properly. There are some colors that will necessarily be affected, but that colors will not be an important idem in Mid-summer selling is hard to foresee. Warmer weather and sale events during June and July will deplete stocks at present on hand. Colored hosiery, too, has become a necessity for home and evening year, and sale on high or self colors will be always made to some extent.

A salesman may consider himself particularly smart who makes a sale of goods to a customer who is sure to be dissatisfied with them. It is not salesmanship to load a customer up with articles he or she does not want. The best sale will work for the mutual benefit of buyer and seller.

About Underwear Values

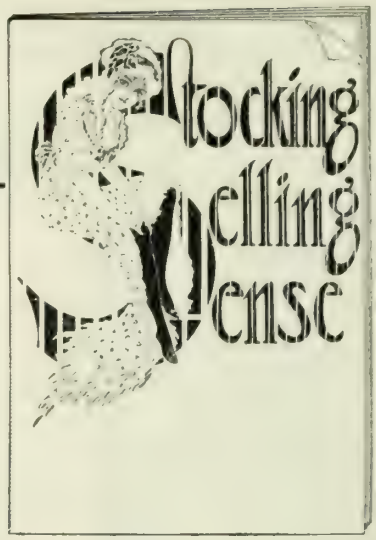
Different Mills Have Maintained Sample Values of Last Year—Orders Fairly Well Placed—Some Trade Conditions

Summer underwear has just commenced selling with more vim and weather and style influences have both been felt. Retailers state that lisle thread lines from 25c up have taken better this year than usual and that better grades are selling throughout.

Vests which feature no slip sleeves have taken well, and customers have demanded lines which overcome objectionable features in this respect. This improvement is shown in several manufacturers' samples and merchants report increased sales.

Repeats have already been sent to the mills for immediate delivery on combinations, and Canadian manufacturers in a position to fill such orders will experience unprecedented orders for one-piece underwear.

Buyers of Fall lines state that manufacturers in some instances have reduced the weight of all cotton garments ½ oz. a garment. However, people will not object to this change, as the trend is for lighter weights. In wool-mixed underwear more cotton is combined with the wool, and manufacturers are offering about similar weights to last year. All wool lines are either higher in price or lighter.



To Speed Spring Stocking Selling

Spring's the time for speeding stocking selling.
And here's help that *helps.*
Get this big book of Stocking Selling Ideas to-day in exchange for the coupon below.
Keep your stock of black hosiery "above reproach" by buying only *genuine fast* blacks guaranteed by Hermsdorf's signature—

The Name That Sells the Stocking

Louis Hermsdorf
Dyer

Works: Chemnitz, Saxony

American Bureau:
235 West 39th Street, New York

To American Bureau of

LOUIS HERMSDORF, Dyer
235 West 39th Street, New York

Please send the free book, "Stocking Selling Sense" to the undersigned.

Name .....
Name of Store .....
Town .....
State .....

Ellis Underwear

Spring Needle Ribbed Underwear.

Make Your Underwear Distinctive

Selling is easy when your goods are up-to-date; when they meet the requirements perfectly and furnish you with splendid talking points.

SPRING NEEDLE RIBBED UNDERWEAR

has a texture that's all its own. For health and comfort you can recommend it frankly to your customers.

Spring Needle Ribbed Underwear makes friends for itself and for you. Don't miss the opportunity to increase your sales and add to your list of steady patrons.

See Our Travellers for Fall Lines

THE ELLIS UNDERWEAR CO., Hamilton

SELLING AGENTS

J. A. Murray, Sussex, N.B.
E. O. Barrette Co., Montreal

The Edward Burns Co., Toronto
Bryce & Co., Winnipeg
J. J. Thompson, Vancouver

FOR PARTICULAR PEOPLE

Some mills have directed their jobbers to offer practically the same samples as last season to their trade. That some mills have not had to make advances and maintained values this season is explained by an advance noted two seasons ago of 50c doz. all round. At that time advances were considered unwarranted, but these manufacturers have been able to submit identical lines through their jobbers, which has been done.

Already several mills are filled up for Fall manufacture. One interesting point regarding orders received is that 20 per cent. of them are for lighter weight lines. White and cream comprise the bulk of nearly all placing, in preference to naturals, except on well-known lines which sell on the merit of natural wool. A very conservative estimate is given that completed orders for combinations will show double to what was placed even a year ago.

⊙

Golf Coat Orders Satisfactory

Manufacturers Sending Instructions for Washing and Drying Knit Goods—Less Novelties This Year Than Last—Juvenile Lines Helped to Maintain Orders

Manufacturers of knit goods have issued their fall catalogues dealing with novelty lines in juvenile and adult requirements, as made by each mill. In the Fall stock delivered to merchants about August 15th, instructions are given for proper washing and drying the different ribs found in all kinds of wool knit outing goods. These slips are attached in a prominent place or inserted in the pocket of each garment.

Manufacturers have adopted this idea following the precedent of underwear makers of guaranteed lines, hoping that in a measure it will help merchants to cope with returns in cases, where garments are pulled out of shape, and manufacturers are not to blame. It is intended to overcome excuses for returns where, through no fault of the maker, garments are sent back and allowances asked for. It is thought that possibly customers will exercise more care in washing and drying sweater coats, toques and such knitted goods, just as is done in cleansing all wool underwear.

First orders were somewhat slow, and at present business is about completed. Orders came faster later in placing this year, and results show that longer coats have not been taken so well. Although actual volume is about equal to last year, travelers state that selling against last season, when long garments were taken and a certain amount of novelty was introduced, that this year it was hard to maintain sales. They also say that owing to number of samples, sizes and colors shown, it is more imperative that merchants adhere to staple lines.

Merchants have taken samples generally as shown and there is less novelty this year than last on all numbers. Tighter-fitting coats with high collars have taken best. Lay-flat mufflers have been asked for on better qualities, and mostly fancy ribs taken.

Juvenile sweater coats have helped to bring orders up to last year. In children's sweaters, busters and golf coats, merchants have placed on more sizes than usual. All colors and combinations are bought, ¼ dozen to a size, and when a proper range consistent

Turnbull's

"RIBBED" UNDERWEAR

IS UNIQUE

Its quality is of the highest and its grade never varies.

Long experience in cutting and finishing underwear and in selecting yarns has given our "Ribbed" underwear a certainty of fit and wear unusual in any grade.

The special mesh is elastic without stretching unduely and offers a strong selling point.

Your *Profits* and *Reputation* will gain if you feature our "RIBBED" UNDERWEAR.

Once handled, you will always make generous provision for it in your orders.

The C. Turnbull Co. of Galt, Ltd.

GALT, CANADA



"TIGER BRAND" UNDERWEAR

"Tiger Brand" Underwear is going to be the leader for Fall in the Underwear Mart. It has the three most important requisites of "good" underwear — Superior Finish — Durability—Style.

If you have tried other brands and found them wanting in "customers"—if you find your underwear department slack when your competitors about you are doing good business—there's a hitch somewhere.

Ask yourself—have I a stock of the finest Underwear obtainable?

No—not if you haven't Tiger Brand. It's the one big customer-getter and a huge asset to your shop. Send in your order now—see the result for yourself.

Galt Knitting Co., Limited

Galt, - - Ontario

WRITE TO

RICHARD L. BAKER & CO.

Importers and Mill Selling Agents

100 Wellington Street West, - Toronto

The HOSIERY HOUSE of Canada

For "Queen Quality" Stockings for Women and Misses of Cotton, Lisle, Silk Lisle, Pure Silk, in Plain and Embroidery.

and "King Quality" Sox for Men, of Cotton, Lisle, Silk Lisle, Pure Silk, Plain and Embroidery.

Let us send you sample dozens for this spring season's trade, and you will become a regular buyer of these brands.

S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers of:

Zenith BRAND — BRAND Velva — Crescent Brand

Wish to advise you that their range of production for

AUTUMN 1911

is now completed and in the hands of their selling agents, who will call upon you and we solicit a continuance of your esteemed orders

No Retailer's Stock is complete without these well-known brands.

Richard L. Baker & Co.

THE GLOVES HOSIERY AND UNDERWEAR AGENCY OF CANADA

SOLE SELLING AGENTS

with last season's demands is placed, it is not hard to run up a five-dozen assortment.

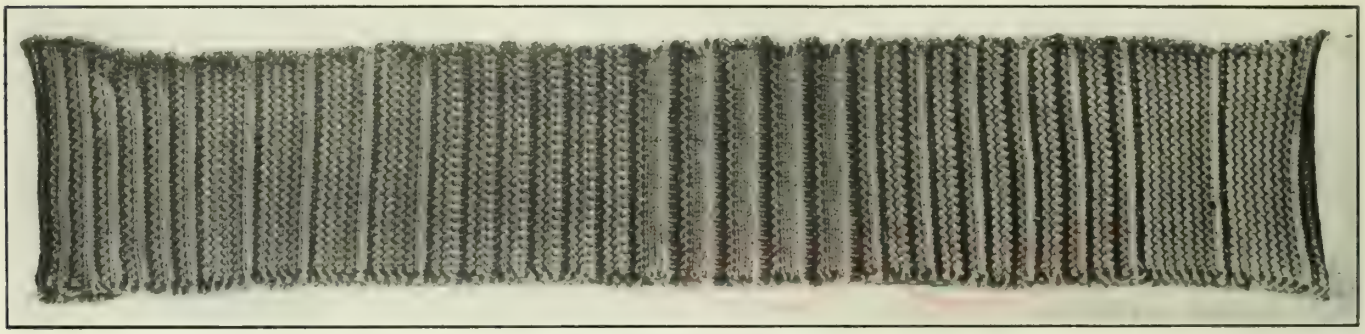
Busters have taken principally and among samples seen natty combinations were possible. Both belt or pocket styles have been equally popular.

fancy and extreme styles, and 28 for the length of the plain tailor-made.

The finding is subject to the approval of the manufacturers' associations. Several addresses were given, showing the importance of the trade being

Prevailing Racks Used in Manufacturing Men's Sweater Coats

7-2 rack, pearl and pearl.	2-2 rack, each way, back and forth.	4-2 rack each way, back and forth.	2-1 racked back and forth.	5-1 racked over 2 needles	2-2 racked one way only



Shown in full samples by F. W. Robinson, Toronto.

Coat Lengths Suited for Fall.

Through the medium of numerous organizations heads of the ready-to-wear garment industry in the States are endeavoring to simplify the style question. At the convention of the United Cloak and Suit Designers, a committee of 23 was chosen to settle the question of suit coat lengths for the coming Fall. The committee recommended the adoption of 26 in. for

in unison on the subject of coat lengths. In the past buyers had been confused and much business lost because of the varied coat lengths.

Paris and Berlin were looked to as the arbitrators on style questions, but the fact that Paris styles for Spring were not settled until February 15th, and for the Fall season until August 15th, entirely too late to be useful to the American manufacturers, made necessary some action by the garment interests on this side of the Atlantic.

JAEGER PURE WOOL

FOR

Outdoor Sports



¶ For all Sports and Summer Recreation a Knitted Coat or Sweater is a necessity for man, woman and child.

¶ The Jaeger range provides all sizes and a great variety of styles and prices, in quality that can be relied on.

¶ Fixed Selling Prices with liberal discounts to dealers.

TRADE MARK

CATALOGUE ON APPLICATION

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

Wholesale Warehouse: 52 VICTORIA SQUARE, MONTREAL



Swing Your Hosiery Sales Higher

by specializing on Pen-Angle Hosiery. Every man or woman who stops to compare Pen-Angle Hosiery with ordinary hosiery will want Pen-Angle every time.

Pen-Angle is the only hosiery made in Canada that is actually knit to shape—*fashioned* in the knitting on special machines.

These machines, which are used nowhere else in Canada but in our mills, shape the foot, narrow the ankle, widen the leg, with no seams to irritate the foot.

In shapely, stylish appearance, in comfort and durability, Pen-Angle Hosiery outclasses the field.

With so many real selling advantages any live dealer can swing his hosiery sales higher. Hundreds are doing so.

Penmans Limited
Paris, Canada

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Hosiery

Scope of Jacquard Knitting.

On the new Jacquard machines and in carrying out different weaves every needle is separately controlled by pattern cards acting upon the tails of the needles. This is similar to carpet weaving except that in knitting steel cards are used instead of paper cards and by that means designs are introduced into the fabric for sweater coats or knitted garments of any kind.

These machines are so constructed that any number of rack stitches, pearl and pearl, in any rib from 1|1 upward is possible, and rack 1, 2, 3 and 4 needles back and forth bring out some very pretty designs. There is no limit to designs possible; however, manufacturers adhere to standard weaves, that have proved to be well received and suitable for garments of general use.

Similarly, weaves most suitable for tailored knit lines are made in which garment uses are considered, and while 1|1 cardigan rib and fancy ribs are taken as introduced into sample garments, utility is the strong consideration for buyers and merchants. That manufacturers have met this demand is evident, and few changes from sample lines have been made in transposing weaves.

Effect of Reciprocity on Wool.

Some discussion has been aroused among woolen manufacturers over the proposed removal of duties on wool and the effect of extra supplies of wool entering United States on sheep which may be placed on the free list. This seems to be a far-fetched point and even if any difference would be brought about, it would be a year to two years before United States spinners or manufacturers might be able to obtain an advantage under proposed conditions.

There will be no particular difference in competition, owing to changed buying conditions governing Canadian wool, and so long as Bradford and London wool markets control world prices Canadian manufacturers will be able to obtain supplies just as they are doing to-day. In the event of United States being able to undersell Bradford markets manufacturers would have cause for apprehension. However, the difference in the amount of wool entering United States would not affect Canadian manufacturers in competition, but, rather, increase prices of wool on Canadian sorts in local markets. This will not affect Canadian spinners and knitters to any greater extent, as a great amount of Canadian raw wool goes to U. S. markets now.

There are three wool markets concerned, London, Canada and United States. Canada is related to the world's wool markets almost entirely as a purchaser. Wool buyers in Canada, buying local wool, do so at economical losses on account of no grading and unsuitability to their particular manufacture of several grades included in Canadian shipments. Now, farmers sell in United States markets against 12c duty at present, and manufacturers there have less loss on account of being able to use all grades in their different mills.

Reciprocity would probably remove 12c duty, which, in effect, would mean that wool growers would get 9 to 12 cents more. Local wool buyers using Canadian sorts therefore must pay 9 to 12 cents

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Moderate Price

Good Profits

Unshrinkable

Three very necessary features you look for in the men's underwear you are selling, which are specially prominent in

WATERHOUSE

High Grade Underwear

Our lines are sold and recommended by the leading wholesale houses, and are finished in a way that leaves nothing to be desired.

Only the best procurable yarns are used and the utmost skill employed in the correct shaping of each garment.

Try "WATERHOUSE" Brand and enter on a new era of profit-making.

Ask your jobber for this line

THOS. WATERHOUSE & CO., LIMITED

INGERSOLL, - - - ONTARIO

Health Brand Underwear

Have you ordered our Rubens and Brownie Vests for Spring?

We also carry a good range of Ladies' Short Sleeves in all wool light weight Vests.

YOUR ORDERS WILL BE FILLED PROMPTLY

Greenshields Limited

MONTREAL

Please mention The Review to Advertisers and Their Travelers.

ZIMMERKNIT
UNDERWEAR

Your Summer Sales of Underwear Can Be Made As Important As Your Winter Sales

When your customers drop into your store these days, give an uncomfortable squirm, and say: "Well, I guess I'll have to take them off," are you prepared to supply them with the coolest, softest, most comfortable and hygienic underwear that can be obtained? People nowadays will not wear underwear that stretches out of all shape, or is poorly made.

Offer them **"ZIMMERKNIT"**—the ideal hot weather garment. A careful examination of our "Mesh," "Porous Knit," and Balbriggans will show you the reason for the immense popularity of these brands. Soft, smooth, elastic, durable, they give comfort by their perfect fit and finish; and will outwear any of the imported lines of Balbriggans.

The Zimmerknit summer specialties include Outing Jerseys and Bathing Suits—all made from the Zimmerknit everlasting fabrics, and are given the same attention to details of workmanship that has built up the reputation of our other lines.

All wholesale houses sell the "Zimmerknit" garments in all styles and combinations for men's and women's wear.

The Zimmerman Manufacturing Company, Limited

HAMILTON ONTARIO



AVIATION CAPS


BEAVER BRAND

are unusually strong for the coming season.

THE AVIATION Caps shown are from a large assortment of becoming forms shown by our salesmen this year.


BEAVER BRAND

You have no doubt seen our salesman on his recent trip, and will appreciate the excellent quality and service we are prepared to give you.

R. M. BALLANTYNE, Limited

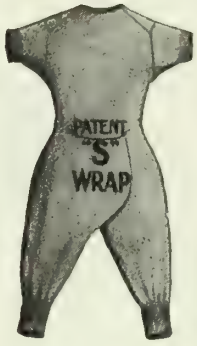
STRATFORD, ONTARIO

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE.

UNSHRINKABLE WOOL

UNDERWEAR



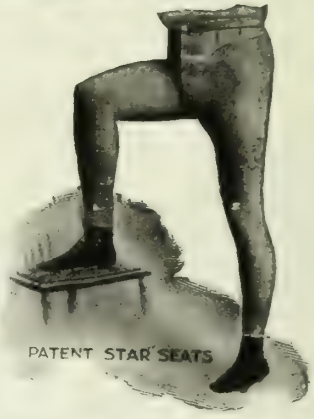
LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

Please note the above TRADE MARK should be upon every genuine JAY FINISH Garment.

Wholesale only

Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

TRADE MARK. REGISTERED.

ASK FOR

BURNLEY'S WOOLS.

TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's Fine.

Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

0½ and 00 Worsteds, &c., &c

ESTABLISHED 1752

THOMAS BURNLEY & SONS, LIMITED

MANUFACTURERS OF SCOTCH FINGERING & KNITTING WOOLS.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

AGENT:—DAVID M. CHORLTON : : 30 HOSPITAL STREET, MONTREAL

HOSIERY LEADERSHIP!

"Jason"

ALL WOOL
UNSHRINKABLE

SOCKS
STOCKINGS
HALF-HOSE
GOLF-HOSE
GLOVES
SHIRTS
PANTS
VESTS
SPENCERS
JERSEYS

Hosiery and Underwear

CANADIAN WHOLESALE AGENTS (HOSIERY):
TORONTO: Messrs. G. R. COPPING & SON, 27 Melinda St.
MONTREAL: Mr. A. B. COUCH, Frazer Building, 43 St. Sacrament Street.

CANADIAN WHOLESALE AGENT (Underwear):
MONTREAL: Mr. GEO. H. NAPIER, 417 Coristine Bldg.

KEEP WELL TO THE FRONT



All Wool
Hand and Machine Knitted

GOLF COATS

LATEST STYLES, COLOURS, FINISH.

PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

A. T. SINGER & CO.

77 FORE STREET
LONDON, E.C., - ENGLAND

Britannia Sports — Sweaters

For Ladies and Men

NEW DESIGNS

Boys' Jersey Suits

Same brand as Britannia Underwear and Hosiery.

BRITANNIA





WHOLESALE AGENT FOR CANADA

DUNCAN BELL, MONTREAL and TORONTO

For School Use

and in every case where the wear and tear is heavy, you should recommend

DOMINION BRAND BOYS' HOSIERY

The line that **looks** good and **is** good.

Toes and heels in "Dominion" Brand are strongly built, and the goods are well shaped and finished.

Specially selected yarns, dyed a good fast color, alone are used.

Feature this satisfaction-giving line.

See our samples, or write us direct for details.



A. BURRITT & CO.

Dominion Mills

Mitchell - Ont.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA

WESTERN ASSURANCE COMPANY . .

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000

Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C FOSTER, Secretary

"Craftana"

THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Knit Goods our Specialty

A Few of the Lines we Make

SWEATER COATS, SWEATERS, TOQUES, JERSEYS, BATHING SUITS, CLUB HOSE, CHILDREN'S OVERALLS AND GAITERS

WE FILL CLUB ORDERS. SEND TO-DAY FOR PRICES AND PARTICULARS

SCOTT KNITTING CO., 24 Ryerson Avenue TORONTO

more than now. In contrast to this, United States buyers pay the same prices as before. Under reciprocity, United States still protects against all but Canadian and U. S. wool at 12c duty, including London and all outside markets. On the other hand, Canada still has free importation from London and Bradford.

Very few mills in Canada prepare their own yarns from Canadian-grown wool and buy suitable grades for their manufacture in London, Bradford and Germany. United States manufacturers also buy a great bulk of their yarns in London and Bradford. Therefore, notwithstanding any increase of wool going to United States, Canadian manufacturers are still better able to sell in Canada than U. S. manufacturers, provided that Bradford prices are lower than U. S. prices. It would seem that any extra wool going into United States under new conditions as proposed would not make enough difference to affect present prices there, much less give U. S. manufacturers any lever to force Bradford prices. That any advantage in competition on manufactured lines in Canadian markets is possible is hard to see.

Directly duties are removed local prices will naturally adjust themselves. Woolen manufacturers are not greatly exercised over the prospect of United States competition on completed lines, owing to any supposed advantage United States buyers may procure under new conditions.



New Building of the Scott Knitting Co., Ryerson Avenue, Toronto.

If conditions regarding grading were different in Canada and manufacturers were at less disadvantages in this respect some greater effects might be felt. In Canada no grading system is used, while in United States commercial grading is done. Australia has government grading of wools, and Canadian manufacturers get advantage of this in London and Bradford markets when purchasing grades for their own particular uses. Manufacturers in Canada are at a disadvantage in buying wools under Canadian conditions, and no other change in this respect being foreseen, it would follow that buying on London and Bradford markets will not be changed either in Canada or United States.



View from the main entrance showing trimmings, neckwear, ribbons and a section of the dress goods department. The Anderson Co., Limited, St. Thomas.



This department is also finished in mohogany and is spledidly lighted. Stock is well assembled and pillars are used to support garment racks. Every facility necessary is found in this well equipped ready-to-wear dept. of The Anderson Co., Ltd., St. Thomas

Opening Anniversary Made Attractive

Bright, Springlike Decorations and Interesting Advertising Helped Make the Fifteenth Anniversary of the Anderson Co. a Great Success — An Equipment that Helps Good Merchandising — Good Arrangement of Departments

IN celebration of their Fifteenth Anniversary opening, the Anderson Co., St. Thomas, carried out an interior decorative scheme which elicited great admiration and which enhanced the significance of an event annually looked forward to.

Each of the twenty large pillars on the ground floor was first covered with white cotton, stretched on tight, and to within 6 feet of the floor. Then they were covered with white crimped tissue paper. Collars were cut from two-inch lumber and in half-circles. Holes were bored in them, and they were then painted white and fastened around the pillars at top and bottom of the white cotton.

Four large uva sprays were inserted in the holes of the lower collar, and into those at top were placed ten sprays of rose leaves, the latter shaded in very pale green pink, and pink roses. Close into the pillar at top was also hung four sprays of natural green rose leaves, with a few pink roses intermingled.

The same idea was also carried out at intervals of about twelve feet apart all around the walls of the store, giving a pretty, springlike appearance.

Two Large Departments.

A similar decorative scheme was employed in the ready-to-wear and millinery departments. Sprays of natural green rose leaves, with a few pink roses attached and sprays of pale green tissue paper blossoms were clustered around the tops of every pillar and at intervals along the tops of the show cases and ready-to-wear cabinets. The whole effect of the mahogany woodwork, soft green wall papers, green carpets and harmonizing floral decorations was very fine.

In connection with the anniversary, the store's advertising was conducted along lines calculated to arouse general enthusiasm in the event. Dignified announcement and cordial invitation were supplemented by bright, interesting store news, with the result that the occasion was a decided success.

An Effective Arrangement.

The Anderson store occupies a prominent corner location, the building having a frontage of 80 ft. and a depth of 100 feet. There are four display windows, each 15 feet by 7½ feet, while a corner window has a frontage of 12 feet on the side street. Frequent illustrations of trims by Warren Andrews in The Review's Art of Display department, shows to what advantage these windows are used for advertising purposes, and the accompanying photos suggest much that cannot otherwise be as effectively described with reference to interior arrangement, equipment and other essentials of effective merchandising.

The departments are particularly well placed with regard to entrance, light supply and relation to each other. The main floor is divided by four



A view of another section of the main floor showing whitewear and underskirts. Special displays in connection with each department are made in this section and on tables.

aisles. To the right of the entrance and backing the windows is the silk and evening goods department, and adjoining in succession along the west side are colored dress goods, linings, wash goods, and along the rear, linens and staple cottons. In the extreme corner is the private office, and between that and the staples; and occupying considerable space are shirt waists, colored underskirts, parasols and umbrellas. Along the east side, and occupying both sides of aisle, also front, backing windows on east side of entrance are men's clothing and furnishings. The locations give to this department that exclusiveness which seems essential to its success.

Opposite the dress goods counter are dress trimmings and art goods, and in the central aisles are smallwares and hair goods, ribbons, gloves and hosiery, ladies' underwear and corsets, and whitewear and embroideries.

The cash office and parcel counter is in the centre of the main floor. A cash and parcel carrier system serves every department on the main floor, and cash girls are employed for departments on the second floor.

The space in rear of shelving on the main floor is used for display purposes in connection with the different departments at various times. Each department having its rush season.

Ready-to wear Millinery.

The millinery and ready-to-wear departments, which with the housefurnishing section occupy the second floor, have been decorated in soft green wall paper and all woodwork finished in mahogany.

Sixty feet of modern ready-to-wear mahogany cabinets, with plate glass sliding fronts have been installed, also modern fitting room for all alterations. A large plate glass show case, 3 ft. x 8 ft. x 6 ft., for showing ready-to-wear and millinery, is placed just at the entrance to these departments between the two arches which separate them from carpets. Two millinery show cases, 8 ft. x 3 ft. x 4 ft., with fixture containing drawers and two large mirrors occupy the eastern end of millinery room. An addition has been made to these departments of 400 square feet, giving each department about 1,500 square feet. Runners of heavy Wilton carpet in a dark green shade are laid between tables and fixtures in these departments. They are 1½ yards wide by 10 yards in length. The floor is hard maple and kept highly polished.

The carpet and housefurnishing department has about 4,000 square feet of space. Adjoining it is a stock room of about 300 square feet.

The merchants of New Glasgow, N.S., are determined to meet the mail order houses and the *Standard* of that town is now publishing a forty-page catalogue containing the advts. and price quotations of the merchants. The catalogue will be circulated throughout Pictou County, so that people will have the fullest opportunity to make comparisons. The catalogue is the outcome of a campaign against the mail order houses, instituted by the *Standard*.

Emory & Walley, Nelson, B.C., recently installed a new plate glass front in their store, and have placed in the centre of the doorway, a large plate glass showcase. This is so situated as to virtually give the store two entrances and four times the former window space. The basement of the store has been improved for use as a stockroom.

Presentation to Mr. MacNaughton.

As an indication of the personal regard in which he was held by the firm, and expressing appreciation of his services, the directors and employes of Greenshields, Limited, Montreal, recently presented D. C. MacNaughton, for many years a member of



D. C. MacNAUGHTON
for many years travelling representative for Greenshields, Ltd., Montreal, now a member of the firm of Bender & MacNaughton, Manufacturers Agents, Montreal.

their traveling staff, with a handsome purse. Mr. MacNaughton is now a partner in the firm of Bender & MacNaughton, manufacturers' agents, Montreal. In making the presentation, E. C. B. Featherstonhaugh, one of the directors, remarked that he well remembered when Mr. MacNaughton came to Greenshields, and their high opinion of him at that time which they never had reason to change.

Jobbers Selling to Consumers.

The recent action of the Calgary Board of Trade by which they sought to impress upon wholesalers the desirability of protecting the retail trade by refusing to sell to consumers, has met with sympathetic replies from the people concerned. The practice of the employees of one jobbing house, purchasing goods of different kinds from other houses, thereby ignoring the retailer altogether, also developed to an extent which brought forth a reasonable protest. In reply, wholesalers agreed to do all in their power to stop the practice. One jobber comes back at the retailers by drawing their attention to the support which they have given outside jobbers who have invaded that territory, selling direct to hotels and restaurants. "While we are quite willing," writes the jobber, "to support the retailers in the action they have taken, yet we would think it would be unfair on their part if they allowed Eastern jobbers any privileges which they are not prepared to grant to the local jobbers. We feel that it is only necessary to draw their attention to this point, as we know the retailers are fair-minded enough to protect the local Jobbers' interests as well as their own."

Everywhere in Canada

MOST BOYS' HOSIERY



HERCULES RIB

The Limit of Strength.
2 x 1 Rib.



ROCK RIB

Strong as Gibraltar.
1 x 1 Rib.

IS ONE OR THE OTHER OF THESE TWO BRANDS

OUR SALES TELL THE TALE

YOUR JOBBER HAS THEM



The
Chipman-Holton Knitting Co.
Limited
HAMILTON - WELLAND

E. H. WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL AND WINNIPEG



Suit of cheviot serge slightly cut away in front. The front panel and band is all in one and the skirt has pleats set in at the side of the back panel. The collar and cuffs are of black coney.



READY-TO-WEAR GARMENTS



Fall Suit Samples Ready

Manufacturers Agree on 26-28 Inch Coats and Plain Skirts—Novelty Coats Will be Shorter, Heavier Weights and Rough Finished Materials Seen

THE interest at this time of the year always centres upon the lengths of the suit coat, and the skirt is also an item of interest for the besides the length of the coat the width of coming Fall. Most manufacturers seem to agree that 26 to 28 inches is the proper length for the Fall suit coat. Paris still adheres to the short coat, but a shorter length than 26 inches for utility wear is scarcely a practical garment for Canadian winter. There is no doubt that fancy models will be shown with shorter coats but for general selling the coat lengths promise to be from 26 to 28 inches long.

The tight narrow skirt is still on the crest of the wave and it is up to the Canadian manufacturer to preserve the straight line narrow effect and at the same time to put out a practical garment. Though some gored models are shown the skirt with the panel back and front is the one most favored. It is a plain straight skirt to below the knee, but below that pleats that are pressed perfectly flat are put in in a large variety of forms.

New skirts measure from two yards to two and a half around the bottom though some are a little wider. Many New York models have no panel in front but have a panel at the back and over that a loose panel known there as the panel sash. This panel is stitched down to the skirt to just below the hip line and hangs loose to the knee and is finished with a line of braid or some other trimming. Nearly all skirts have a stitched belt attached of the material and a few have the waist line slightly raised and a drop belt attached inside.

Coats are cut on straight lines and the plain tailored suit has the notched collar. Where the style is more elaborate the collar is often on the new fichu order. Perhaps the smartest cut has rounded corners without being cut away and four large buttons are used for the closing. Buttons are not so elaborate this fall but are strictly in keeping with the cloth.

The long cool Spring has favored the sale of suits and the Spring business has been decidedly a good one. The prospect before the manufacturer is decidedly brighter than a year ago. The total change in style has been a benefit to the suit business and while the cut is much along the same lines for Fall the materials are decidedly new.

Light weight smooth finished cloths have been replaced by heavier fabrics in soft makes and with a rough or semi-rough finish. Soft finished serges, plain and fancy cheviots, chinchilla and camels' hair finishes are the novelties in suit cloths. Mannish tweeds and suitings are being well taken up, and the trade is going in heavily for the popular Scotch effects.



Trouser skirt of peau de soie, trimmed with satin, as shown by Gardiner, Foley & Co., Toronto.

Both hollow cut cord and plain velveteen suits are shown by the leading garment houses. These suits are trimmed with braid and in some instances with imitation furs. Novelty suits are also shown in double faced fabrics.

For mid-summer selling plain tailored and semi-plain suits of linen and rep in pale blue, pink, mauve tan and white are showing, as it is expected that there will be a demand for suits of this kind, when the season is further advanced.

Sheets and Pillow Slips

That Bear the Laurentian Mark

TRADE Laurentian MARK

Are Excellent Goods to Carry

THEIR VALUES MAKE SALES

THEY ARE READY FOR USE

CAN BE SUPPLIED ON SHORT NOTICE

CONTAIN ONLY THE BEST MATERIALS

ARE WELL FINISHED
AND STRONGLY MADE

Laurentian Waists and Whitewear

offer unsurpassed advantages where perfect styles for immediate sales are required. We have greatly improved facilities for securing the latest modes and reproducing them, or creating effects that meet the demand of the moment.

Laurentian Goods are Modern

The Diamond Whitewear Co., Limited

THREE RIVERS, QUEBEC

MANITOBA, B.C., SASK., ALTA.:
Geo. Strachan
E. L. Burden

TORONTO:
W. H. Piton
Empire Building

MONTREAL and EASTERN ONTARIO:
Z. P. Benoit
Mark Fisher Building

QUEBEC PROVINCE:
J. A. Morin, 130 Joseph Street, Quebec

MARITIME PROVINCES:
Alex. Burr, St. John, N.B.

Please mention The Review to Advertisers and Their Travelers.

New Lingerie Blouses

Stripes of Color Combined With Insertion of New Kimona Effects—Tailored and Semi-Tailored Lines for Fall.

Two new styles in lingerie blouses have been recently added to the variety already offered for Summer wear. In both of these, developed as they are in various qualities of mulls and organdies, the novelty depends on the introduction of a touch of color.

In one with the all-fashionable kimona sleeve, stripes of color are inserted with the insertions of lace and embroidery, and a piping of the same finishes the edge of the kimona sleeve, and the top of the high-fitting collar. Slightly similar is the kimona-sleeve blouse with the low Dutch neck,



Handsome lingerie kimons waist shown by The Eclipse Whitewear Co., Toronto.



New pongee silk waist, smart and summery. Shown by The Eclipse Whitewear Co., Toronto.

square or round, a style, by the way, which dealers have been finding considerable difficulty to keep in stock. In these the touches of color are used in exactly the same way as ordinary insertions and in the fine white sheer white goods, the combination with pale blue, pale pink, mauve or pale green, black, navy and even champagne tints are wonderfully dainty in effect.

Another style is the simple sailor blouse with low-necked sailor collar, with the collar and cuffs edged in a color, which may also decorate the pocket, and be used entirely, or as an edging for, the tie, bow or jabot.

The sale of middy waists still keeps up and indications are that the middy styles will be a big item in the blouse department when the heated season arrives.

The new lingeries show the yoke continued in a stripe down the arm and with the collarless neck and the shorter sleeve. Waist developed with the embroidery pattern running across instead of up and down are selling.

For late Summer and early Fall selling, lingeries are shown with machine embroideries in Bulgarian colors and patterns. These embroideries are worked with washable cotton and come in combinations of red, pumpkin, Empire green, and Persian blue. As a rule there is an embroidered yoke and a band down the sleeves set in with Cluny or valenciennes insertions and the rest of the waist has the usual trimming of lace and embroidery.

New Blouse Fabric.

Owing to the better prospects before the two-piece tailored suit the waist manufacturers are putting out an extensive line of tailored and semi-tailored waists for Fall selling. A big rival to linen as a blouse fabric is a new cotton fabric made from Egyptian cotton in linen weave. This fabric is known to the trade as Cairo cloth and not only makes up well but launders and gets up beautifully. Pin-striped and line-checked Madras the stripes coming in black and the leading colors, striped zephyrs sheer vestings and cotton and wool and silk and cotton outing flannels are some of the new fabrics used for Fall tailored waists.

The tailored waists are on the severe order and are made with yokes and the back and drop yokes. The only break away is the introduction of tucks at the back and the fact that the front closing is varied. The new sleeve is very plain, tight and straight.

Semi-tailored waists are developed in lawn, heavy voile or etamine, and in the new basket cloths and are trimmed with heavy linen laces in the natural shade. The sleeves are ¾ and square and Dutch necks are used, while the kimona effect is given by lines of trimming running from the neck over the shoulders and finishing with a point on the sleeve.

Fall Line of Separate Skirts

Novelty Models Show Scarf Drapery and Simulated Tunic Effects—Original Styles Show New Features—Popular Cloths Offered.

Manufacturers of separate skirts are putting out an extensive line for the Fall. The new skirts run from the practical, useful model, 2½ yards or wider, to elaborate narrow effects and the new divided or trouser skirts.

There has been a limited sale for some of these models, some for show purposes, and the more practical numbers have been taken out West. Some of these models do not show the division unless the wearer is walking, and then only to a slight degree.

Very narrow models are shown with the slashed hem, that is the hem of the skirt is cut into a series of tabs about four inches deep. The skirt above comes in overskirt effect, and is very narrow, the slashing of the hem giving the necessary liberty of movement.

In the higher-priced models, scarf drapery effects and similated tunic effects are shown. Many of these models are developed in satin-finished broadcloths, and the trimmings used are wide braids, folds of the material and covered buttons. The raised waistline with the drop belt inside is a feature of the better skirts. The gored models with the panel back and front and with pleats introduced to give more fullness is the popular model. Many skirts have the stitched belt attached, and some of these belts are decidedly original in cut.

Separate skirts are developed in serges, tweeds, mannish cloths, plain and fancy cheviots, fancy mixtures, Saxony panamas, broadcloths and voile

High Class Garments From Our New Fall Range



F 881 **$9.50 Ea.**
Tailored Panama Dress in all new shades.



F 1180 **$8.00 Ea.**
Black Voile Skirt with newest Braid Trimming.



F 880 **$12.75 Ea.**
Foulard Silk Dress in all the season's newest shades.



F 1179 **$6.25 Ea.**
Black Voile Skirt with newest Braid Trimming.



F 892 **$11.50 Ea.**
Panama Dress, circular tucking on yoke and sleeves, skirt trimmed with braid.



F 670 **$3.75 Ea.**
Messaline Silk Waist, Kimono sleeves, yoke and sleeves trimmed with Boot Lace Trimming.



F 1190 **$7.75 Ea.**
Black Voile Skirt, Panels of Silk Cording.

R. D. FAIRBAIRN CO., Limited

107 SIMCOE ST. TORONTO

President, Rhys D. Fairbairn **Vice-Pres., F. J. Knight, W. C. Cliff**

Stylish Dresses for Fall

Variety of Fabrics Selected for One-piece Dresses and Costumes — Smart Styles Show Much Novelty in Trimmings and Design — Models for Summer

One-piece dresses and costumes for the late summer and the early fall season are showing in a wide variety of materials. The cut is along Empire lines and is modified to meet the demands of the trade that wants smart styles, not too extreme. The waistline is raised, but it is not too high, and though fancy effects show the girdle and sash finish, many models are joined at the waist with a cord or piping.

Round lengths prevail, and skirts are narrow and many have straight hanging-over tunics, while others are so cut as to give the over-tunic effect. The bodice is cut in one, with the sleeve kimona fashion, and the sleeves, as a rule, only extend to the elbow, where often there is a little cap effect, given either by the cut of the sleeve or the trimming.

Round and Dutch necks are seen, but the material dresses as a rule have a round yoke, with a high collar made of fine patterned net.

Many dresses are of two fabrics, thus a plain messaline will be combined with a striped Jap satin, and a silk crepe will be trimmed with satin.



A particularly smart model of handsome embroidery. Shown by The Eclipse Whitewear Co., Toronto.



A popular seller from the new "Eclipse" range of waists. Shown by Eclipse Whitewear Co., Toronto.

Among favored fabrics are soft-finished foule serges, satin-finished Venetians, etimines and voiles. Though the materials are varied, the one general style runs through all, and it is the simplicity of effect that gives the key-note.

Serges and Venetians dresses are open in front, and are fastened with buttons set on straps having buttonholes. Often this front fastening is simulated and a kind of side fastening effect is given, and in addition there are numerous sash effects carried out in satin.

Other ornaments used are tassels and satin-covered buttons. Black satin is freely used as trimming, but touches of Empire green, Kings' blue or coronation red often appear in the trimming schemes. Standing braid and cord embroidery are also very extensively used trimmings.

Such fabrics as serges and Venetians are made with either plain gored or panel back and front skirts, and are almost always set onto the skirt with a piping or cord. Cord and tassel girdles also give a new effect.

Voile dresses are heavily trimmed with cord and standing braid embroideries and have the overskirt effect, the skirt being finished by a side or box-pleated flounce.

Silk crepe dresses show an allover pattern in brocaded effect. There is a wide band of satin at the foot, and an overskirt effect is given by a narrower band of satin placed above the wide one. A new touch is the fichu collar of satin, the V space being filled in with the crepe and a yoke of fine silk embroidered net.

Wide 45 and 42-inch flouncings play an important part in the development of lingerie models. Fine white Swiss mulls are elaborately trimmed with Swiss embroideries and Torchon laces, but the novelty in lingerie lines is the use of colored embroideries. Mull and white cotton voile come elaborately embroidered in shades of coral, Kings' blue, sky, Copenhagen and mauve. A heavy demand is expected for these mull and voile dresses.

Among the fabrics used for dresses and costumes are soft satins, messalines, pailettes, satin de chine, Jap satin, plain and brocaded silk crepe, soft-finished serges, satin finished Venetians, mull and cotton voile. To these may be added bordered delaines, made up with the borders used for trimming.

Petticoat on Narrow Lines

Manufacturers Adopting it to the New Skirt Vogue — More Attention to Shaping Around Hips

The straight, narrow dress skirt is a fixture at any rate for Fall, and the petticoat manufacturer is carefully considering how to adapt the underskirt to the new fashion. Two yards and under is the accepted width of the outside skirt, and the underskirt cannot with any degree of comfort be cut much wider. The new skirt is cut with straight gores reaching well below the knee, and is finished with a pleating or a shirred flounce edged with a built up flounce of bias pieces to hold out the hem of the dress at the foot. Some flounces are cut so as to eliminate gathers. Many show panels with groups of pleating in between, and all trimming is designed with the intention of giving as much freedom as possible without any extra fullness.

More attention is being paid than ever to the shaping of the skirt around the hips and waist, as a perfect fit here precludes any bagging and wrinkling, and insures the proper hang to the skirt.

For the better trade messalines, pailettes and soft finished clinging silks are those wanted, but for the medium and popular end soft finished taffetas and the many cotton fabrics that so closely imitate silk are the sellers.

The city stores are showing both knee length and ankle length pantaloons, made of messalines and pailettes. These garments are only regarded as a high novelty, and the sale is strictly a limited one.

SUITS, COATS AND DRESSES

IN connection with our selling plans for Fall, we wish to announce that within forty-eight hours of this copy going to the publishers, we have secured through a prominent German manufacturer, control of a Fall and Winter Coating Material which will be known as

"WINTEX"

In order to secure exclusive control of this cloth we have contracted for approximately ten thousand (10,000) yards which we will make in garments to cost from

$10.00 to $18.00



ORIGINALITY IN DESIGN

THE magnitude and completeness of our new FALL Line has already been substantially recognized by many PROMINENT BUYERS — men of acknowledged ability who have attained their position and prominence solely through aggressiveness and foresight—do you belong in this class? REMEMBER obstinacy and sentiment are two things that have no place in business to-day and we do not want one penny that is not spent in your own interests.

We stand ready to "show you"—no matter where you're from!

Fall Lines Complete May 15th.

J. H. WINTERS & COMPANY

KING AND SPADINA - - - TORONTO



Handsome motor coat of reversible blanket cheviot. Deep shawl collar, worked out in plaid back of the material; patch pocket on one side with flap of reverse material; cuff adjustable so as to button over tight for driving purposes. Three-quarter belt effect to button at side front; trimmed with large imported gilt buttons. — Shown by the Consolidated Cloak Co., Ltd., Toronto.

LIVE LINES for the CLOAK SECTION



No. 269

Sample Garments are now ready for the Fall Trade, including a fine line of

COATS

AND

SUITS

THE STYLISH COAT SHOWN RETAILS AT $12.00

A Full Length (54 inches) Coat of imported Beaver in Black, Blue, Green and Brown; mercerized (saddle) lining, military collar, semi-fitting back.

This very striking model embodies the latest fashion note from imported designs. It is clean cut, stylish, and a most desirable garment for the ready-to-wear department.

SEND FOR SAMPLES.

THE CONSOLIDATED CLOAK CO.

144 Front St. W., Toronto

Coming Coronation Creates Stir in Paris

Queen's Decision to Patronize None But British Made Goods has Caused Remarkable Demand for These Fabrics in France — Styles Noted at the Horse Show — Laces Likely to Return to Favor — Millinery in Paris

Staff Correspondence

Paris, France, April 18.

THE holding of the horse show in the early Spring has scored a big success, for coming just as the season is opening, it has afforded an opportunity for a brilliant fashion event.

Serge de soie is taking the place of the almost too popular satin; at any rate, for tailored suits. A very elegant suit of this fabric was worn by one society woman. The short coat was braided with black galoon and soutache, and a new touch was the revers and cuffs of white suede. The skirt was fashioned with a tunic in front, and had an odd detached separate piece that fell loosely at the back.

Another tailored suit was of British tweed in black and grey. The simplicity of this suit was most striking. It was garnished with round ball steel buttons on one side of the skirt. Many black and white, and grey and black tweed suits were worn, and a favored trimming was black velvet edged with white suede. Steel ball buttons or buttons covered with the fabric are used to complete the trimming.

Blue and white or, newer still, black and white striped satin foulard is often used for collars and facings. Sometimes the fabrics are reversed and the dress or suit will be of silk serge or satin, and the facings and the suit of cloth will have the facings of satin.

Thus a tailored dress of blue serge was trimmed with black and white striped foulard, and showing



STYLISH GOWNS SEEN AT PARIS HORSE SHOW

Suit of the new Mediterranean blue surah serge, with fichu collar; deep cuffs and band on the skirt of black and of black and white cloth.

Suit of cachemire de soie with a Directoire coat with facings of black satin and Oriental embroidery

Three-piece suit of pin-striped surah in King's blue. The sash is of Empire green satin, with the ends embroidered in wool.

Eclipse

ECLIPSE

Shirt Waists

are just what you want when you want them.



5703 $8.50 Doz.
Ladies' Sailor Waist, new sleeve and tie. Trimmed navy or sky.

Styles in shirt waists are so much a matter of the moment that it is absolutely essential that deliveries on the new productions shall be immediate.



5709 $19.50 Doz.
Very smart Embroidered Waist —panel effect.

Our equipment makes possible

IMMEDIATE DELIVERIES

on the most fascinating modish waists to be had in Canada.

Send your order to-day for these.



5700 $11.00 Doz.
Very attractive Lingerie Waist, new sleeve.



5705 $8.00 Doz.
Scotch Zephyr Waist, sailor collar, peasant sleeve.



5687 $30.00 Doz.
Handsome Lingerie Model with new kimona sleeve. Richly embroidered.

"It's the something different that does it."

"Fit, finish and material guaranteed."

Eclipse



SPRING STYLES IN WALKING SUITS — SHOWN BY DEBENHAMS (CANADA) LIMITED

These are, of course, sketched from the Paris models. Models were made in navy coating serges and a black and white stripe material. The trimmings used for facings and the collars are chiefly bold black and white stripes. Where braid is used as a trimming, crochet buttons would be employed. Many buttons are being used with a dash of red.

Some New Ones

Emeness Co Limited

These goods are **Essentially Correct, Decidedly Saleable.** The Prices are **Right, Surprisingly Right.** Let us send you three each of some of these **Very Latest New York Numbers** as a sample order.

JUNE 1st DELIVERY



Style 646---Stripe satin Jap,, trimmed with plain messaline to match, Black and colors.

Style 647---Messaline silk, trimmed with white striped satin in Jap, harmonizing shades, Black and colors.

Style 623---Fine Swiss mull(White Only), embroidered in new shades of coral, king's blue, lavender, Copenhagen, sky and navy.

Style 624---Fine Swiss mull (White Only), trimmed with Swiss embro dery and tortion lace.

Style 622---Cotton Voile (White Only), trimmed with latest hand embroidery. Shades coral and white, king's blue and white, lavender and white, sky and white, navy and white

Style 603---Cotton Voile, fine quality (White Only), trimmed with hand embroidery, in latest shades of coral and white, king's blue and white, navy and white, Copenhagen and white, lavender and white, sky and white.

Style 1121---Cotton Voile, fine quality (White Only), trimmed with Val. and fine cording in shades of sky, king's blue, coral, Copenhagen, lavender and navy.

The Emeness Co., Limited

100 Spadina Avenue
Toronto, Ont.

Please mention The Review to Advertisers and Their Travelers.

the opposite combination, a smart suit of surah serge had the large collar and other trimmings of black and white striped cloth. This dress was of the new Mediterranean blue, a color that is softer than Kings' blue, and has a whitish cast. The coat was very short and very straight, and the narrow skirt was cut circular down to below the knee. The continuing flounce was slashed at each side of the front, forming a panel. The panel and the rest of the skirt were trimmed with a broad band of the striped cloth, cut on the bias. Plain blue satin was inlet on each side of the panel, filling up the slash, and there was a loose panel sash lined with the satin reaching to about the knee at the back.

Green is often combined with blue or with blue and white, and a very pretty dress of blue and white striped surah had the cienture and sabretache of bright green satin, with the ends embroidered in wool.

Quaint Striped Patterns.

Stripes are immensely popular, many dresses being of striped fabric, and where the fabric is plain the trimming is often of striped bands of silk or cloth. The stripes favored are small and far apart or are the odd, quaint striped patterns worn in the early Revolutionary days. Small checks are increasing in favor, and spots and square dots are the favored patterns in foulards, voiles, marquisettes and other printed fabrics.

Grey is another fashionable color and both smoke and nickel greys are popular. A very handsome gown seen at the Horse Show was of smoke grey tussah, embroidered with blue and grey. The long tunic was slit up each side and opened over a panel of ecru lace, with the pattern outlined with blue and grey wool. Another grey dress that was much admired was of dark nickel grey surah and drap de soie.

Empire green is the newest trimming color, and is a strong rival to fuchsia and coral shades. This brilliant color is often used to edge the big collars or to border the wide black galoon trimming so much used on tailored suits.

Striking Black and White Effects.

There is quite a revival in the use of striking black and white effects, and they are returning with increasing persistence. This gives rise to another feature; that is the use of revers and facings of white suede or silk on blue or black suits. White top shoes are worn with costumes trimmed in this manner and, more striking still, the heels are also white.

Most women are wearing black velvet shoes with light grey or black suits, and the very brightest hued stockings are worn with them. At the Paris horse show shoes and stockings to match the hat were noted, and the result was a brilliant display of hosiery. Stockings and shoes must in some manner be brought into harmony with the rest of the toilette.

A very pretty fashion taken up by the majority of smart women is the wearing of a single large flower in the buttonhole of the coat.

Influences of Coronation.

Many new fashions are evidently being introduced in anticipation of King George's approaching coronation. As Queen Mary has voiced her intention of wearing only British-made fabrics, and there is an evident intention on the part of the court set to follow her lead, not only suits of British tweeds and serge are shown by the model houses, but many handsome evening gowns of rich British velvets, both plain and brocaded, or of lovely brocaded satins, heavy with silver and gold are shown. Nor are lighter fabrics wanting, for lovely crepes are shown, manufactured in the north of England. Brilliant colors and the lavish use of laces are coming back, and their return must also be ascribed to the crowning of King George.

Foulards, marquisettes, grenadines and other printed fabrics come in spotted and striped patterns, and in such colors as rose, fuchsia, begonia, cerise, purple, Kings' blue, Mediterranean, vert Empire, sapphire and other brilliant shades. High colors are being introduecd in serges and other wool fabrics. Red and blue combined are used everywhere, nor is the combination confined to soft deep blues and ruby tones, but hard scarlet and brilliant blue are often used together. The combination of red, white and blue is often seen, and the Revolutionary stripes are shown in these three colors, and in other odd and quaint color effects.

Many of the summer models have a short cuirass tunic of lace or embroidered mousseline. A Doucet model of cream muslin over cream surah had one of these new tunics of filet lace embroidered in with black and green silk. The tunic was slashed up each side and was finished with green silk tassels at each corner.

An Empire green satin girdle crossed both front and back, leaving the sides bare, and the skirt was trimmed around with a wide band of lattice work made of inch-wide satin ribbon.

Sash a Big Feature.

The sash in numerous forms is a big feature of all the new gowns, and is used by the leading dressmaking houses to give the dash of color to a gown that is now one of the leading fashion features. On many gowns these sashes take the form of long and graceful streamers that encircle the waist and fall down to the hem of the dress. Tassels, fringes and shirred ribbon trimming effects are all used as an end finish, and generally they are weighted to drag the soft silk of the sash into graceful folds.

Popularity of the Bag.

Every woman carries a bag or reticule finished with long cords ended with tassels. Many of these bags are of rich brocade, stiff with gold braid and rich embroidery. They are decidedly Oriental in effect, and indeed there is a craze now for everything that smacks of the East. There are Turkish turbans and bonnets, Turkish trousers, boleros, and gay embroideries stiff with gold and color.

Lace Becoming Fashionable.

The coronation threatens to make lace more fashionable than embroidery, as the rich Venise and filet laces are more suited to the heavy velvets and brocades. Fashion will not abandon its love for Eastern effects, and therefore the lace designers have gone back to the Byzantine epoch for inspiration. The human figure, fantastic animals, and conventionalized trees and flowers are used as motifs, and are worked onto or darned into wide filet bands. Venise lace has always been the lace of kings, and is associated with rich robes of velvet and brocade.

A ROGERS GARMENT TRADE MARK REGISTERED

Canada Cloak Co.

LIMITED

63-71 West Wellington St.

TORONTO .:. CANADA

MANUFACTURERS OF

WOMEN'S, MISSES' AND CHILDREN'S COATS

FUR-COLLARED COATS

WOMEN'S AND MISSES' SUITS

WOMEN'S SKIRTS

A ROGERS GARMENT TRADE MARK REGISTERED



Suit of satin-finished broadcloth, showing cut-away effect in front and narrow satin roll collar with the low closing accomplished by two covered satin buttons. The skirt is in over-skirt effect, with a row of satin buttons up the side. The hem is slashed about four inches up and shows the foot and ankle.



Coat of heavy Scotch tweed, with Raglan sleeve.

PRINCESS GARMENTS

for particular buyers. Made of best materials in a wide variety of patterns. Perfect shape-retaining garments, that are made right. If you want something exclusive, order PRINCESS Brand.



No. 200—$8.50
Linen Coat—Natural Color

ORDER NOW

For Immediate Delivery

Linen Coats, $3.50 to $8.50
Silk Coats, $10.50 to $21.50

VARIOUS STYLES AND PATTERNS

WRITE TO-DAY

PRINCESS MANUFACTURING CO.
LIMITED

'10-12 Front St. W., Toronto



Dainty gown of figured crepe de chene in tunic effect, trimmed with satin-finished messaline, lace yoke and girdle, new Stuart sleeve. Shown by Ladies' Novelty Mfg. Co., Toronto.



Egyptine Underskirts are Guaranteed.

We make Egyptines of a material which we import specially for underskirts.

Every yard is guaranteed to us by the makers. We, in turn, guarantee every skirt to you.

You can sell Egyptines with the distinct understanding that the skirts will neither split, nor cut—nor crack.

The material is the best silk mixture that can be produced. The material is a combination silk and Egyptian cotton. This cotton itself works up like silk.

Egyptines have the appearance, the weight and the peculiar rustle of fine taffeta silk. They retail at less than half and last much longer.

The quality makes many sales, and there is a handsome margin of profit to the retailer. Ask your wholesaler for prices and samples.

NOTE—The genuine Egyptine is guaranteed all down the line with this guarantee label on the skirt band.

Make sure of the label.

EGYPTINE

The Canadian Converters Co. Limited
Montreal

No Harem Skirts in the Boardwalk Parade

But the Thinness of Women in Scanty Skirts was a Notable Feature at Atlantic City — Bright Blue Combined with Black, Green, Buff or Cerise — Is the Helmet Hat Doomed?

(Staff Correspondence)

Office of The Dry Goods Review,
115 Broadway,
New York, April 24.

IT is estimated that upwards of 200,000 people visited Atlantic City and participated in the great annual boardwalk parade. This sartorial festival is rigidly kept and attended at Atlantic City, which has become a Mecca to which devotees of fashion turn at the Easter period.

In a general way, we all follow the mode as sent us from abroad, but Western buyers tell us often that what goes in the East is not for them—necessarily—so that it is therefore a matter of interest and importance when East and West meet and mingle with North and South in gala attire.

Any harem skirts or, if one chooses, Jupe Culotte, on the boardwalk? This is the first question everyone has put to the writer since her return, and the answer is "no," just as it is "no" to the same question as applied to New York. The jupe culotte, like the sheath gown, has died a violent death, if, indeed, it can be said to have ever been born. But such scanty skirts as were worn—not the hobble, but the straight up and down variety, and the thinness of the woman was a matter to make the gods laugh. It is contended, and it must be admitted to be true, that the fashions of the moment tend to rejuvenate.

The raised waist line, which is a prominent feature, the long slim lines, the short skirts and simply-trimmed hats are not responsible alone for this effect. Bright colors are quite as youthful in their suggestion, so that however freakish the Easter girl may be judged, she is sure to be at least young in effect, if not in reality.

Milliners had much the best of it at Easter, for the snow was after all only a flurry, the afternoon being comparatively fine, but wraps were necessary, and judging from the throng, they were a makeshift rather than a part of the Easter toilette as planned. However, the effect was not entirely lost, for after all separate coats are very smart.

Two-Piece Suit Prominent.

The tailor-maid wore her suit short, both as to coat and skirt. There were indeed several bolero and Eton effects noted, although these abbreviated effects did not prevail. The coat reaching to the hip and hanging almost straight from the shoulder was most in evidence. There is a strong tendency to trim the bottom of these jackets and to accentuate the waist line by introducing trimming which has the effect of broadening the waist. While many skirts show a trimming around or partially around the hem, many, and I think more, were untrimmed. The two-piece suit showed prominently, and with this was worn not the white lingerie waist as much as the fancy chiffon effects, strip and veiled, and the white marquisette waists embroidered in garish colors.

In dresses the one-piece idea prevails, although the waist line is usually emphasized in some way. The kimona sleeve and kimona or seamless shoulder, it was noted, was practically universal. Even the coats have a straight sleeve, that is there is an absence of the cuff idea, the sleeve often being wider at the bottom than at the top and quite loose. Elbow sleeves prevail in dresses and waists, but coat sleeves are three-quarter or full length.

Bright Blue Leading Color.

There was a preference shown for sailor collars, shawl collars and revers. Bright blue was the leading color in suits, and it is a question whether it did not lead in millinery as well. To be sure it is often combined with black or with green, buff or cerise, but a decided impression of blue is left on the eye after watching the slowly moving mass for any length of time. There was a good deal of black too, but it served more as a background for bright flowers or other material than as a whole.

Craze for Green.

Just previous to Easter, New York was seized with a desire for all things green. Irish green one heard it termed, although most of us refer to it as Empire. So vivid a shade must necessarily catch and hold the eye, and flashes of it were seen again and again on the strollers or on those more luxuriously inclined, who were rolled by in the wheel chairs.

During the week, Atlantic City had a horse show. This formerly took place during Holy Week, and was one of the attractions of a comparatively quiet week, but the schedule has been changed to the delight of everyone. While fashion reports deal largely with the boardwalk displays, the gowns and hats one sees in the hotels and smart cafes are worthy of much consideration. Indoors one found larger hats, enormous affairs buried under ostrich feathers or imbedded in flowers. While at the risk of displeasing many in the trade, it must be admitted that the Easter hat was a scantily-trimmed affair, ribbon being often the only material used. There was quantities of ostrich, the uncurled variety leading, and many flowers, but nothing like the showing of former years.

Bows were a very conspicuous feature, nearly all being mounted high at the back of the hat. This is true of nearly all trimmings. Crowns are trimmed much more lavishly than brims.

A perfect army of helmets marched steadily by, but in New York the masses have seized upon this monstrosity with their usual vim, and their death knell is already sounded. The helmet requires little trimming, and is regarded as almost as great a detriment to the trade as the plain banded sailor, which has already appeared in our midst in rough black straw, nor was it missing from the Easter pageant.

It was characteristic of the season in that almost everything under the sun was worn, and looked in the mode.

Garments That Fit All Figures

Our Size System Saves Alterations

All Novi-Modi garments are made in three distinct models to fit slight, normal and stout figures.



Our Fall and Winter Coat and Suit Samples

Ready June 1st

In buying our goods you take no chances on styles, as we do not show our samples until styles are settled for the season.

Tweed Coats,	$9 to $12
Best Meltons,	9 to 12
Plaid Backs,	12 to 18
Fine Beavers,	12 to 18

Also Handsome Broadcloth, Velvet, Sealette and Pony Furs.

COSTUMES

Satin lined in all the newest materials, $12 to $25.

We make coats at all prices, with our new Auto and Arctic Adjustable Collar.

We show some 200 Models in Costumes, Coats, Dresses.

ILLUSTRATIONS SHOW OUR NEW ADJUSTABLE COLLAR.

Our Representatives travel from Halifax to Vancouver and we will be pleased to show you our full line if you advise us.

OUR ILLUSTRATED CATALOGUE WILL BE READY AUGUST 1ST.

NOVI-MODI COSTUME CO., Limited

302-4-6 CHURCH STREET, TORONTO.

Scientific Principles in Exclusive Salon

The Paris Model Room of the Simpson Store, Toronto, Affords Appropriate Setting for High-class Garments — Makes it Possible For Customers to Study Art of Style — Value of Environment in Fitting — Peacock or Lingerie Room

IT is a well-recognized rule in conducting a ladies' garment department that to show striking gowns to advantage and thus to promote their salability, they must have appropriate surroundings.

A merchant may have a number of exquisite creations after the latest modes, yet he knows that unless he can pose them gracefully, either in window or department, in a setting which will immediately suggest their desirability from a style point of view they are not likely to attract the patronage they should.

An Elaborate Salon.

Upon this idea the Robert Simpson Co., Toronto, have elaborated extensively in their Paris model room, their Peacock room and fitting rooms in connection. This entire department may be said to have been planned, and equipped regardless of expense and with an eye single to exclusiveness. It represents a magnificent concession to the requirements of the high-class trade in Toronto. It occupies 9,068 square feet of space on the Yonge Street front of the third or garment floor of the Simpson store. On one side is the Peacock room, in which is carried corsets, exqupisite lingerie and whitewear of all kinds and for all ages. This room has 968 feet of space and is finished entirely in white.

Along the Yonge Street front are four fitting rooms, each 12 feet by 8 feet, and the reception room of the lady in charge. This latter may also be used as a fitting or waiting room for patrons of the department. It is equipped with suitable furniture, phone, writing utensils, etc., and is in every respect in keeping with the rich appointments of the department.

On the Queen Street side is the alteration section, 25 feet square, devoted exclusively to the requirements of the salon and staffed by people particularly competent to execute necessary changes upon the gowns featured in the department. Immediately back of this salon is a series of large display cases, surrounding the light well and of a size suitable for striking array of life-sized figures. These cases are immediately attractive to people entering the department from the elevators or stairway opposite. The remainder of the third floor is occupied by the general ready-to-wear garment department.

Helps Artistic Display.

The accompanying photos give an excellent idea of the elaborate scale upon which the exclusive salon has been carried out. The large room is in solid mahogany. This harmonizes with the general finish of the store, and gives a very rich appearance. Generous disposition has been made of the floor space, crowded arrangement being avoided in order to make possible more impressive poses of select garments.

It requires an artistic taste to accomplish best results in such a matter as this. It is possible in so large a space to so dispose life-like models as to avoid the studied, unattractive arrangement sometimes unavoidable in smaller departments.



The Salon or Paris Model Room of The Robert Simpson Co., Toronto, is a Magnificent Concession to the Requirements of the High Class Trade. Here the Art of Style May be Studied in Aesthetic Surroundings. The Salon Has 9,000 Square Feet of Floor Space.

LADIES' RAINCOATS

That Are Somewhat Different

IF you are looking for something exclusive in Ladies' Raincoats, be sure to see our line before placing your order. We have the facilities and the experience, and for style, fit and workmanship our coats are unequalled in Canada.

ILLUSTRATION shows one of our leading lines, "THE ALEXANDRIA." We recommend this utility coat. It is made in silk or plain materials, and has a style all of its own. Order to-day.



"ALEXANDRIA"

Your Ready-to-Wear Department is not complete without our line. Send for prices and information.

Canadian Consolidated Rubber Co., Limited

Executive Offices : : MONTREAL, P.Q.

BRANCH OFFICES:

Halifax, N.S.; St. John, N.B.; Quebec, P.Q.; Montreal, P.Q.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Brantford, Ont.; Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.; Victoria, B.C.



The Cases and Other Fixtures of the Peacock Room Are in White, the Carpet of Soft Green; the Entire Setting Being Most appropriate for Dainty Lingerie Garments, Millinery and Corsets. Note the Effective Use of Large Dolls for Display of Children's Garments.

Certain gowns may, therefore, be placed in relative position so as to immediately emphasize their style features, and it may, therefore, be said that in this salon one of the greatest aids to selling is the success with which the aesthetic idea may be carried out in displaying goods.

Appropriate Surroundings.

The fittings rooms, which are in period effect, with heavy window draperies in velours, immediately suggest the wisdom of their purpose. Here gowns may be fitted in surroundings which are decidedly appropriate and in absolute privacy.

It is possible here to procure an environment suited to the most elaborate costume intended for indoor wear. A customer may study general effect to her heart's content, and time and again this is a feature which helps to sell rich creations that might otherwise be rejected for want of harmonizing surroundings.



The fitting Rooms in Connection With the Salon Are in Period Design, Forming Suitable Environment for Stylish Costumes. Each Room Has About 100 Square Feet of Floor space.

REMOVAL

BRODY & FUNT

WASH SUITS



DUST COATS

SEPARATE SKIRTS

NEW ADDRESS **13-21 EAST 22nd STREET**

Between Broadway and Fourth Avenue, NEW YORK

When it is stated that there is probably not a costume carried in the department valued at less than $50, a more thorough appreciation of the scientific principles of display and demonstration followed, is possible. Here are shown striking Paris models and adaptions, and here the art of style may be studied by patrons to particular advantage.

Essentials of High-Class Trade.

In addition to model gowns and tailored suits, space is also given to exclusive millinery, neckwear and ornaments. The essentials of high-class trade have here been assembled apart entirely from other departments in the store. The salon, including the Peacock room, may be said to be complete in itself, and serves to secure for this large establishment a most desirable following.

The selection of a staff for a department of this kind is an all-important matter. It is easily possible to create a serious handicap at the outset by having people in charge through whom the connection, the association or even the reputation of the department may in time become seriously impaired. In the case of the Simpson salon, however, this danger has been exceptionally well guarded against.

The Peacock Room.

The view of the Peacock room was taken with the object of illustrating the method of displaying goods in cases. All of the latter are in white enamel, and it is possible for a person entering the room to inspect goods to fine advantage. The room is carpeted in green, and distinctive decorative mounts are a number of life-like birds, whose gorgeous plumage conveys a suggestion quite in keeping with the purpose of this very dainty department. Garments are here effectively displayed on forms, stands and choice pieces of furniture. In special seasons additional decorative effects enhance the charm of this room and of the large salon.

Improved Garment Section

Goodwins Ltd. Make New Arrangements in Show Rooms and Work Rooms of Their Ready-to-wear Department—Modern Fitting Rooms Installed.

Goodwin's, Ltd., of Montreal, until recently the A. E. Rea Co., have lately inaugurated a series of improvements in their garment alteration department, with the object in view of making them in every sense most up-to-date and convenient. The work is under the direct arrangement and control of F. Sparling, who has had the advantage of many years' study and experience of every branch of the work, having been, for a time, in business for himself, and who is now manager of this department for the Goodwin company.

The workroom connects almost directly with the cloak and suit department, the goods elevator opening into the short wide hall which comes between the two. Off this hallway, and to one side of the elevator shaft is a dark, dust-proof vault into which all altered garments are stored, awaiting delivery, ensuring to the customer goods as fresh and new as when purchased. The operating room itself is large and airy, sufficiently so to comfortably accommodate sixty operators, of whom about thirty were working when the rooms were visited. They are all well lighted, the whole of the western side being windows, with transoms above, to be opened or closed at will, and ensuring thorough ventilation. The ceiling is high, adding further to the possibility of pure air supply.

The factory is supplied with electric machines, driven by motor, a feature which the firm consider has increased the efficiency of the help at last forty per cent. since their introduction. With the pedal machines formerly used, the girl operators were completely tired out before half the afternoon had gone,



This Room is Fitted Up for the Lady in Charge of the Salon. It May Also be Used as a Reception, Fitting or Waiting Room.



SILK, CLOTH AND LINGERIE DRESSES

OUR TRAVELLERS ARE NOW SHOWING THESE LINES, and it will pay you well to have a look at these garments when they call. Letter orders will have the same attention. No Ready-to-Wear Department is complete without our line. Fit, style, workmanship and materials are of the best.

Full Line of Wash Suits at Popular Prices.

THE LADIES' NOVELTY MANUFACTURING CO.

124 WELLINGTON STREET W. - TORONTO

W. E Robinson, Pres. H. D. Somerville, Man.-Dir.

MODELS EXCEPTIONALLY NEW FOR FALL

OUR Head Designer has arrived with absolutely new models which will arouse great enthusiasm in the Cloak and Suit Trade.

To your own advantage you should wait for our traveller.

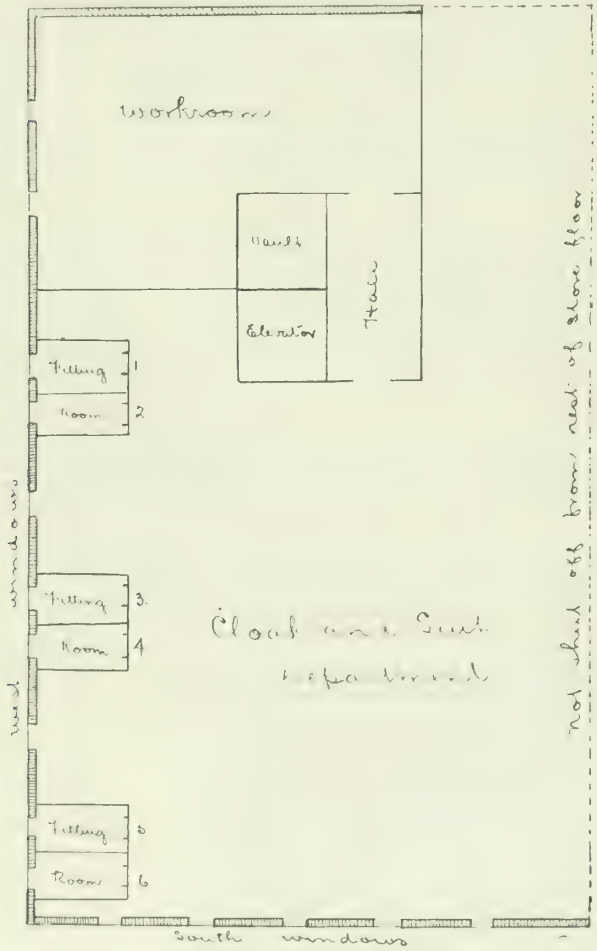
INDEPENDENT CLOAK COMPANY

551-553 QUEEN ST. W. TORONTO

and after that labored to the detriment of their own health and the disadvantage of their work Under the present system there is a saving of both time and energy. Also it gives the firm an opportunity to secure better helpers, applications being constantly received from skilled workers who are seeking to work under the best possible advantages.

All pressing is done with gas or electric pressing irons, operated by male pressers. Skilled men tailors are being secured and selected for the tailoring work, and most skillful professional dress and gown makers possible to obtain are being secured for work on those garments. There are four professional fitters, and the entire workroom is under the supervision of a thoroughly competent forelady, by whom every garment is inspected before being sent out.

Artificial lighting in the workroom is provided by the best tungsten lights obtainable, and no detail



Floor plan of Ready-to-wear department and alteration room, Goodwins, Limited, Montreal. Try-on rooms in vestibule style. Dustproof vault for storing altered garments.

has been spared to make the rooms as nearly fireproof as modern construction can devise.

The cloak and suit department has a southern and western lighting exposure, is neatly carpeted in green, and supplied with plenty of revolving stands and figures on which the garments are displayed, and along the western side are a series of what the firm consider are the most modern fitting and try-on rooms to be found in Canada. They are in vestibule style, with double-acting, opaque glass doors, finished in mahogany and hardware brush brass, and are fitted with two mirrors, one swing and one stationary, on opposite sides of the room. These rooms are open at the top, allowing of perfect ventilation and lighting.

Concentration of Thought

on one line of garments is the principal factor in the high degree of excellence attained by

G & F

SKIRTS

FEATURES

Perfection of Hang and Fit. Styles that are up to the minute. Plaits that will not stretch and back that will not sag. Workmanship the best procurable.

It pays to buy your skirts of the Skirt Specialists

Gardiner, Foley & Co.
Limited

24 Ryerson Avenue, TORONTO

Stylish Waterproof Coats

Ladies' waterproofs come in such a variety of materials to-day that they may be utilized on many occasions for which the old-time rubber coat was wholly unsuited.

Canadian manufacturers are finding an increasing demand for well-made garments, not only in the light-weight materials for mid-summer's rainy days, but also in the heavier qualities to be worn during dull, early Autumn weather, for walking, motoring,



The "Mobile" coat in striped double-texture paramatta, with Prussian collar and triple-front closing. Shown by the Canadian Consolidated Rubber Co., Ltd., Montreal.

boating, mountain and sea-side purposes. Among the garments being shown now, both for immediate and later Summer delivery, are shower-proof poplins, both plain and striped, pretty corded bengalines, plain silks and satins, moires and paramattas in double and single textures, the latter printed on the rubberized side in pretty artistic figured stripes.

The styles shown include both double and single-breasted effects, with a triple front closing for those coats intended distinctively for motor purposes. The straight front effect is a feature of all the coats, which are semi-fitting, and made with or without sewn or taped seams. In every case the buttons are fastened right through the material. All are to be

Decided Novelties in

CHILDREN'S DRESSES

THE NEW CORONATION SHADES

The wonderful Coronation colors have come as a boom to the Children's Dress Section.

In combinations of Coronation blues, reds and yellows, we have turned out some extremely handsome single piece dresses, showing plaids and plain color effects, with just the proper touch of brilliant coloring to give the dainty childlike effect or the demure misses' preference.

These are Sure Favorites and mean Big Business.

Our travelers are showing these Fall goods, including the new butterfly dress and other new styles. We are the authority in Children's Wear.

HOME & WATTS, Ltd.

19 Duncan St.,

TORONTO

worn full-length, quite to the foot of the skirt. Favor appears about equally divided between those styles which fasten directly down the centre of the front and finish with a military collar, and those in which the front closing is slightly to the left, with



New Raincoat Model Shown by National Rubber Company, Montreal.

the collar in Prussian effect. In every case the coats are made with the high, closely-fitting collar.

The sleeves are in tailored effect—snugly-fitting coat sleeves, either with or without cuffs. In one style the sleeve is carried in raglan effect right up the shoulder. Both square and talma pockets are shown, the latter buttoning midway down the strap.

Long Separate Coats Again

Beavers and Plain Cloths Strongly Featured—Reversible Blanket Cheviots With Plaid Back and Other Novelties, Seal Plush and Caracul.

Long coats are to be worn again this Fall. Such at least is to be gathered from advance styles shown in Montreal this month. In cut they differ but slightly from those worn during the past few months. Full-length and semi-fitting, with snugly-fitting tailored sleeves, finished either with or without cuffs, and

National Line of Separate Coats Are Profit Producers



Quality is the foundation upon which the reputation for these goods has been built.

It is responsible for the tremendous success of these garments in the RETAIL STORES.

National coats are as good as they look in material and workmanship and are values that make quick selling and allow good profits.

See our line of RAINPROOFS AND WATERPROOFS.

"The specialty coat house of Canada."

National Rubber Co. of Canada

Montreal, P.Q.

Princess Garments

We make an exclusive specialty of

CHILDREN'S DRESSES

During our steady growth we have confined our efforts to making up the daintiest, newest and most serviceable of children's garments. We invite your inspection of our splendid Fall lines, and are confident that you will be interested.

Princess Garments are made to wear as well as to sell, and your first sales will lay a foundation for a future business.

Princess Garment Co.

76 Richmond Street East - - - - Toronto, Canada

Fashion BRAND

TRADE MARK

Waists and Dresses

We Are Ahead in the Race

For the choicest and newest patterns, the most becoming shapes and fashionable materials.

Merchants who have handled our goods under other brands will find all their qualities in the "Fashion Brand" goods, qualities that give life to your trade and profits on your books.

Smart styles in Lingerie and Tailored Blouses are now being featured.

Write or Call on us.
We Have Propositions to Please You

Fashion Waist and Whitewear Co.

Darling Building - Toronto

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS
JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.

MONTREAL TORONTO OTTAWA QUEBEC

Fashion Display at Toronto Horse Show

Gowns in Empire, Tunic and Girdle Effects and Several Extreme Styles Seen — Tailored Models in Satin, Velvets, Serges and Mannish Mixtures Prominent — Beautiful Evening Wraps and Accepted Accessories.

THE Toronto Horse Show is growing in importance, as a fashion event and it is a matter of wonder that so many buyers, designers and others in the trade do not see the many advantages that are to be derived from a visit to the show. The clothes that the smart woman wears always has an important bearing on popular styles and the Horse Show furnishes an excellent opportunity to gain an acquaintance with the fashion ideas, that make an appeal to the taste of the Canadian woman. Though the assemblage was a brilliant one and the gowns and millinery were very beautiful the immense vogue of black and white, though relieved by flashes of strong color did not have the spectacular effect that has been observed in other years, when soft light shades were fashionable.

Favor for Black.

A very large number of the women present wore black gowns. This fondness for black was not confined to the older women but black is considered quite appropriate for quite youthful women. Blue, coral, rose pink, Empire green, and other strong colors were subdued by veiling them with a tunic of black ninon or marquisette.

Many dresses were of satin with tunics of crepe ninon or marquisette and often the underdress was trimmed with rich embroideries in Oriental effect softened and subdued by the light transparent overdress. Several very lovely gowns were of grey satin richly embroidered with silver and the beautiful over-dress being of some transparent fabric. A very handsome pale grey gown in either charmeuse or crepe de chine was heavily embroidered in pearl and steel.

Satin and Velveteen Suits.

The list of fancy tailor-mades was headed by the satin suit. Black was most in evidence but a few very dark blue satin suits were seen. The satin suits were plain tailored and had either the sailor collar or the pointed fichu collar and long revers.

Quite a number of velveteen suits were worn and black, navy, brown, green and purple in deep rich tints were the leading colors. These suits were trimmed with wide military braids and many of them had black satin collars.

The coats were about 24 inches and were made very tight at the hips. The skirts also were plain and tight and all noticed had the panel back and front. One or two suits of black broadcloth were seen and these were built much upon the same lines as the velvet suits. The cloth had the bright satin finish and was evidently intended as a substitute for wool-backed satin.

Soft Champagne and Tuscan Shades.

A clear rich shade of mauve was in high favor and many brown gowns were worn. Soft champagne and Tuscan shades were well worn, but there was a noticeable absence this year of the all-white gown. Many gowns were seen of white trimmed with a color or where the tunic was of creamy lace over an under dress of satin and chiffon in some decided color.

A very handsome dress was of white silk marquisette with a pattern stencilled on the waist and around the tunic in deep blue coral and pumpkin outlined with black and white and steel beads. The hem of the skirt was of deep blue satin and the skirt itself of ninon the same shade. A wide band of satin went around the sleeves and neck. The neck was collarless and as in so many dresses this year there was no softening band of lace or net.

A pretty dress of black satin had the bodice trimmed with coral satin and was embroidered with jet, coral, and white beads.

Many smart foulard dresses were worn and blue and white or black and white stripes were evidently the popular pattern. Spots and rings were also in evidence. Foulard dresses trimmed with plain satin were also seen, and there were a few dresses of satin combined with foulard.

Skirts Very Narrow Though Longer.

The high waisted Empire gown was all prevailing and the kimona waist was universal. All trimming lines were flat and were either in the form of band trimmings or of embroideries done directly onto the fabric. Though skirts are a little longer they are still very narrow, some of the newer skirts being narrower at the hem than at the knee.

PEERLESS OVERALLS

have won a permanent standing with the progressive retailer solely on their merits.

Our goods are guaranteed in every particular and in ordering from us you assure yourself of OVERALL QUALITY.

The increase in our business during the past year proves that the PEERLESS brand is best.

Travellers now showing our lines in every part of CANADA.

Peerless Overall Co.

ROCK ISLAND, QUEBEC

There is a tendency to trim this narrow sheath with ruchings and pleatings of silk and satin.

Tunic effects are very strong and nearly all are plit up the sides. A few are crossed in front. One or two dresses had detached trains that were carried over the arm when the wearer was walking. The general effect is one of extreme simplicity but the materials and trimmings are very rich.

Girdle effects and sashes were very much worn. They are as a rule made from piece satin and the sash ends are evidently weighted so as to drag the fabric into graceful folds. Many girdles are worn some being of beads. Colored cord to match the gown are very much in evidence and one or two noticed were of tarnished gold or silver.

Many White Serge Suits Worn.

Both in the evening and at the morning performances many white serge suits were worn. Some were all white and others had a narrow pin stripe of black. As a rule they were plainly tailored with a simple notched collar and the plain gored or the panel back and front skirt. A few, however, had the very short straight cut coat. Practically all kinds of serges were used. There was the tight twisted hard finished serge, the soft foule serge and rough cheviots and basket weaves.

In the afternoon the two-piece suit was almost universally worn. There were very few fancy effects, the majority being strictly tailored and made of serges, mannish mixtures in white and black and in black and grey. Black and white effects in tweeds were well worn and there were a number of suits in Scotch tweeds in grey and brown mixtures. Some of the plain serges showed a touch of trimming in the form of braid or satin inlaid into the collar or the cuffs. The more novel suits showed some form of the sailor collar and one model was absolutely collarless at the back but had wide revers in front. The same suit had a panel sash that reached to the knee behind.

The evening wraps were cut in semi-Empire style—very loose and straight or they were draped in Burneose fashion. Soft satin or satin feutre wraps were very extensively worn. There was a preference for black, but coral, cerise, Persian blue, purple and gold satin wraps were used and one lovely model was of creamy white. As a rule the sailor of fichu collar was of black satin, as well as the wide band at the cuffs. Satin pipings, satin covered buttons and heavy cords were also used as trimmings.

With the dresses long white glace kid gloves were worn, but tans and grey were more worn than white with the tailored suit.

Shoes of Satin and Velvet.

Pumps of satin, velvet, dull kid and patent leather were worn with the very sheerest of hosiery and in many cases the shoe was black while the hose matched the gown. Where the whole toilette was carried out in one color, both the shoe and the stocking matched exactly.

Rich Millinery Display.

The most striking feature of the Horse Show millinery was the magnificent display of ostrich and osprey. Osprey, particularly lovely cross osprey, costs money and the fact that so much was worn emphasizes the growing wealth of the Dominion. Fully one-half of the hats worn were trimmed with plumage. In some cases both flowers and feathers were combined, but by far the larger number of hats were loaded with rich ostrich mounts, fringed willows or fancy ostrich effects in black or white. Many fancy effects showed black and white in combination, the white being next to the quill and the edge of the plume being black. Two-tone effects were seen in color but these were decidedly fewer in number than the black and white.

Long Separate Coats Again.

(Concluded from Page 100)

collars in a variety of plainly tailored effects. The military collar is shown, either plainly stitched or simply trimmed with braid.

There is also the closely-fitting turned-down Prussian collar, with the coat fastening slightly to the left, in semi-double-breasted effect, while a third style shows the turn-down collar and revers, with double-breasted front buttoning quite high over the bust. None of the styles so far have been shown with the low collar opening.

In all the coats, whether fastening straight down the front with the military collar, slightly to the left, with the Prussian collar, or in the double-breasted styles, the buttons fasten right through the material. The jeweled button is not quite so much in evidence as in last season's styles, very much plainer effects being shown in the various kinds of metal buttons used on these garments.

In popular and medium lines beavers and plain cloths are especially featured, although a few tweeds are included in the display, and there are also two lines developed in the reversible cloths, in plain colors, in two contrasting tones.

Tendency Towards Straighter Cut.

In higher-priced and novelty models the tendency is toward a straighter cut, and the sleeves are like those of a man's overcoat, quite as wide at the bottom as the top. Many models are cut in semi-Empire effect, and some show the kimona effect, with the sleeve finished with a deep cuff and with a storm cuff inside. The raglan sleeve is also featured.

Novelty coatings will be in demand, and the tendency is towards tweeds, cheviot and camel-hair effects, both with and without novelty backs. Special prominence is given to Scotch effects in tweeds in black and white, brown and grey, and grey and tan, illuminated with flecks of contrasting color, such as delft blue, Empire green and coronation red. Many of the new reversible suitings have Scotch plaid backs or backs of plain color, such as Empire green, coronation red, king's blue, violet, etc. When reversible cloths are used the collar and cuffs are made of the fancy back.

Pile fabrics are strong for the coming season. Handsome models are being shown in hollow-cut cord velveteens, and buyers think exceedingly well of this line. Silk seal plush will sell well for the city trade, and buyers are advised to place early orders as not only is the price of seal plush advancing, but the mills in Europe are already over-sold. Though caracul will be replaced in the city trade to a great extent by seal plush, the indications are that there will be a heavy sale in the smaller cities, towns and the country districts. Caraculs are also over-sold and early ordering is advisable.

FANCY GOODS NOTIONS and TOYS

Up-to-date Leather Goods

Diamond Shaped Suede Bag Follows in Wake of Madame Sherry—Much Talk of Fabric Bags—Fancy Lines of Tapestries and Brocades—School-boy Bag, New Practical Shape.

LINES of leather goods are now being infused with new life by the introduction of numbers imported for Autumn and holiday selling. Among these was a soft suede bag with frame of the wishbone type at first glance, but, upon closer inspection, proving to be simply two sides of the elongated diamond formed by the whole bag. The points were rounded rather than sharp, and a cordeliere was attached to rings placed about half way up the slant at either side.

Madame Sherry bags show greater fullness, many specimens being pleated into the frame. A few of the very soft suedes had gathers instead of pleats.

Soft suede is the favored leather of the moment, all sorts of imitations in undressed leathers being also very good. The plain square bag is also widely seen as a practical staple article. Eight or nine-inch frames predominate.

A novelty which has particularly bright prospects is the School-boy bag of square shape with a flap in style as the name would indicate, and plain leather handle. This bag will be developed without too much stiffening, in good, stout leather, making a very desirable article for every-day use. It will also be featured in smaller sizes as a fancy bag.



New Coronation bag in modified form: made in black and white satin and moire in all the new colors, such as King's blue, lavender, pearl grey, emerald green, tan, mode, etc.; fitted with small change purse and lined with satin and moire. Same has a Cordeliere handle.—Shown by P. W. Lambert & Co., New York.



New Coronation bag in modified form: made in black and white satin and moire in all the new colors, such as King's blue, lavender, pearl grey, emerald green, tan, mode, ets; fitted with small change purse and lined with satin and moire. Same has a Cordeliere handle.—Shown by P. W. Lambert & Co., New York.

Fabric bags on the wishbone frame in eight and nine-inch sizes have had a splendid reception, both



An Effective Display of Fancy Goods in the G. W. Robinson Store at Hamilton. This Display is Full of Suggestion and Strikingly Indicates the Importance That Should be Given to Art Needlework and the Fancy Goods Department.

HAIR FASHIONS ARE CALLING



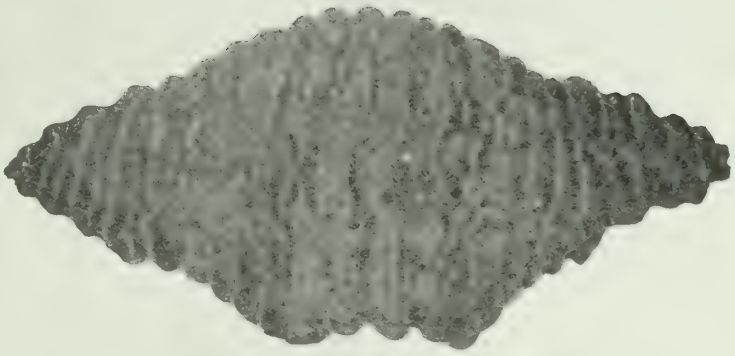
FOR THE

TURBANETTE

The Only Practical Foundation for the Latest Modes of HAIR DRESSING

Smart New Effect Obtained With the Turbanette

¶ Like all Phoenix Hair Goods, it is lightweight — correctly shaped—high-class workmanship—made of imported Mohair, with strong silk hair net covering.



Front View of the Turbanette

We are making all kinds of switches, braids, transformations, and clusters of all kinds.

The First Departments to show the Turbanette Get the BIG PROFITS

Write at Once for Samples and Prices.

Phoenix Hair Goods Mfg. Co.,

Manufacturers of All Kinds of Hair Goods and Rolls.

50 W. Houston and 153-5-7 Greene Sts., New York
Chicago Office: 708 Medinah Bldg., Leo Heiman, Representative
Cleveland Office: 38 Arcade Bldg., C. H. Deutsch, Representative

Canadian Representative: Thompson Christie, 108 St. James Chambers

TORONTO, CANADA

abroad and on the other side. Dark, rich tapestries were particularly good. Brocades were also well taken for dressy use, and black satin was a winning entry. Some fancy-beaded and embroidered lines were shown.



New small shape in the Cordeliere style, with German silver frame and Cordeliere handle; made in black and white satin, also moire in all the new colors, as King's blue, lavender, pearl grey, emerald green, tan, etcetera; also the satin with the black and white pekin effect.—Shown by P. W. Lambert & Company, New York.



New Coronation bag in modified form, made in black and white satin and moire in all the new colors, such as King's blue, lavender, pearl grey, emerald green, tan, etc. Also in satin with the black and white pekin effect. This bag has no frame; is fitted with purse and mirror and lined with satin and moire silk, also has a Cordeliere handle.—Shown by P. W. Lambert & Co., New York.

At present, owing to the time of year, the strength lies with lingerie rather than leather belts, but suedes continue good for strictly tailored wear. A handsome black satin belt met with excellent sales. Elastics have been another fair to medium line this Spring.

New Toilet Accessories

Razor-back Brushes in Wide Range of Styles —Shaving Sets and Traveling Cases.

New toilet goods for next Christmas selling are now beginning to be seen in wholesales and import houses.

Improved styles of shaving apparatus with mirror and double cup and basin arrangement are seen. Nickeled metal finish appears the leader, with terra cotta basin as a touch of novelty. Ebony and silver shaving brushes are, as usual, preferred.

A brush which has been much favored in the past returns in great variety this year. This is the flat, razor-back brush, in range of hat-brush, clothes-brush and specially stiff variety for heavy brushing. The flatness of this novel brush makes it easy to carry in a suit-case, and eminently convenient for traveling.

Dressing cases are more than usually handsome and complete, flexibility of the leather being a feature, and many roll cases being seen. The Pullman Apron for ladies will again be shown, with increased sales. This useful article rolls up into a dressing case or is opened out and worn as an apron, each toilet accessory having a convenient pocket of its own. The apron is of durable brown denim, the pockets being lined with waterproof where necessary.

A New Hook and Eye.

Merchants who are looking for possible additions to their notion counter will be interested to hear of the advent of a new hook and eye. This is said to possess the advantages of the dome fastener while eliminating that painful tug apart which is necessary

NAIAD
Pleases Customers



—UNSEEN—NAIAD PROTECTS—

The NAIAD DRESS SHIELD Stands Every Test

Put it to any test you will, the Naiad will come out right It sounds the highest note of progress in the making of dress shields.

It is supreme in cleanliness.

It can be sterilized after use by immersing in boiling water for a few seconds only and pressed with a heated iron.

It does not deteriorate with age and fall to powder in the dress.

It is the only shield "as good the day it's bought as the day it's made."

Sample Book on Request.

Wrinch, McLaren & Co.
SOLE MANUFACTURERS IN CANADA
77 Wellington St. W., Toronto, Can.

NAIAD
A Great Seller

SECURE

RIBBON VALUES

FROM

WALTER H. BARRY & CO., MONTREAL

"The Ribbon House of Canada."

We appeal to trade desirous of new and exclusive effects without gaudy show



The attractiveness top-most qualities and distinctive features of our Ribbons will interest you

Put your Ribbon Department on a better basis. You can do this by becoming acquainted with a **Specialty House.**

WE HANDLE ONLY RIBBONS

WALTER H. BARRY & CO., MONTREAL, P.Q.

"The Ribbon House of Canada."

to open the fastener, and which so often tears and ruins delicate fabrics. The new article consists of a small, flattish dome to be fastened on one side, and a peculiar shaped hook for the other. This hook is a perfectly flat piece of metal, cloven and having a curve which acts as a spring. Its arms are slipped on each side of the dome and it is pushed laterally into place instead of being pressed down. The dome enters the socket, the sides spring together again, and the hook is hooked. It is drawn apart easily by a sidewise pull which cannot tear the cloth. An additional advantage is that it is locked when closed, and lies perfectly flat.

Toys and Games

Stocks now Fairly Complete for Next Season's Campaign—Some New Arrivals in Toydom.

A particularly attractive line of graphophones, which play the well-known Victor records, has recently been imported. This machine has no horn, being in compact, small box shape, with a register and indicator. The tone is excellent and the buzzing of the usual cheap graphophone is eliminated; at the same time, this is a popular line at a popular price.

A novelty in dolls' accessories is a complete outfit for babies' bath, tub included. A tiny, natural doll-baby goes with this set. The Siamese twins, attired as Follies, with cap and bells, and joined in the middle in true Siamese style will amuse the younger toddlers. A very attractive toy for the baby is a doll in well-padded soft flannel pyjamas and coat, with cap and bell added. This doll has two voices, one being produced from the diaphragm, so to speak, and the other being entirely a throat voice. As it is a female doll, perhaps one would have been enough. This doll has the advantages of the Teddy Bear in that it is made of soft materials and is quite unbreakable.

A new game is called the Zillograph, and is an excellent variation, at a popular price, of the moving picture show idea. Black silhouettes, which can be manipulated by strings are used, and these are placed behind a framed screen and operated invisibly. This game comes in styles to sell at twenty-five and fifty cents.

A Novelty in Hair Goods

Black and white striped or barred effects are seen in new barrettes. The ground is white, and black enamel is laid on in stripes, bars and lattice patterns, strand barrettes and fancy effects being the shapes used. A particularly striking fancy number was set with rows of tiny rhinestones along the black stripes. It will be noted that this new barrette lends itself equally well to the blonde or brunette coiffure.

At present there is little of interest in the market for hair goods. Combs are stirring and considerable increase of sales is expected to occur here. This has already happened in New York. Rhinestones continue the favorite trimming for fancy numbers. Pads are somewhat dull at present, with little sign of change, the medium pad being the best seller. On the other hand, all sorts of fancy bandeaux, both of shell, plain and trimmed, and of fabric, are being sold. These will be undoubtedly the leading money-makers in the hair goods department this Summer.

LADIES' HAND BAGS

all popular styles



Tourists' Accessories

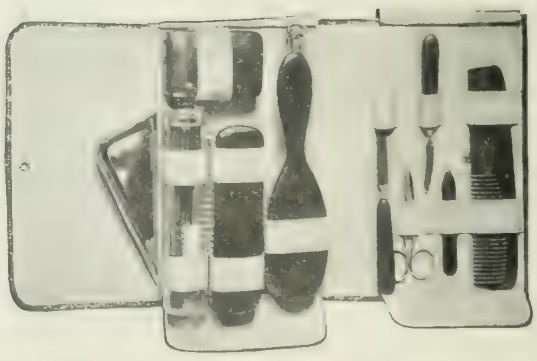
Always

Established 1850 — TRADE R MARK — Incorporated 1904

Reliable

Headquarters for

Sanitary Collapsing Cups



Toilet Cases, Ladies' and Gents'

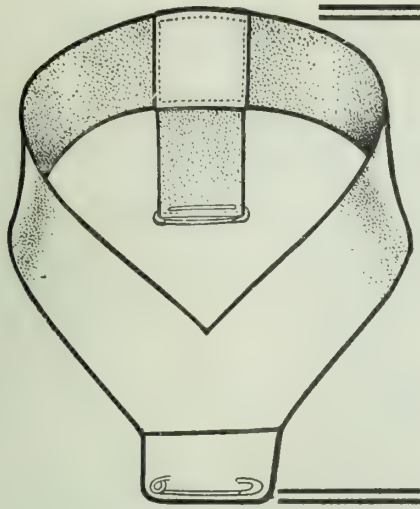
C.F. Rumpp & Sons

FINE LEATHER GOODS

PHILADELPHIA

New York Salesrooms—683 and 685 Broadway

Send for catalogue



ALL ELASTIC—
WASHABLE—
POROUS

Sanitary Belt FOR WOMEN

Every woman wants one. Cleanly, antiseptic, washable and comfortable. Made of soft surgical web especially woven for us.

HAS NO EQUAL IN PRICE OR QUALITY

Can be worn next flesh or under corset. Gives with every movement of the body. Indispensable with Union Suits. Packed in assorted sizes; large, medium and small. Sample free on request.

You have only to show these goods to sell them, price $3.00 per dozen in assorted small, medium and large sizes.

C. H. Westwood Mfg. Co., Ltd.
MANUFACTURERS
84-86 Wellington Street W. - - TORONTO
"As goodfa seller as the C.M.C. Hose Supporters."

Kleinert's

Dress Shield

Every pair guaranteed — Has the largest sale in the world — Sold by all leading jobbers

I. B. Kleinert Rubber Company, - Toronto

THE BEST WARRANTED KLEINERT TRADE MARK

Kleinert's THE BEST KLEINERT FEATHER WEIGHT

Featherweight

Kleinert's THE BEST KLEINERT FEATHER WEIGHT

SCHLOSS THE BELTMAN

Best Selling Styles in all the Newest Shades

LADIES' BELTS

Black and White, Coral, Coronation Blue and other colored embossed designs. Get ready for an early fall trade.

Join the procession. Call or write for samples.

Louis Schloss, 621 Broadway NEW YORK

Fancy Goods Help Millinery

Novelties in Hair Goods or Dress Accessories May be Featured with Success

THE ambitious milliner who is desirous of extending her business in every legitimate way is often confronted with the problem of how far she ought to go in incorporating outside features. This is primarily a question of supply and demand, but it is also a question of location.

Patrons may occasionally enquire for a novelty in hair goods or dress accessories, which is being written up at the time by leading publications as an article which should be chosen to match the hat, or as a part of a "set" of some kind. The milliner would scarcely be justified in banking on this sort of casual enquiry to any extent. A convenient example occurs. A high style feature of the opening this season has been a set of hat and bag, the latter being a dainty confection of fancy straw and chiffon. Now, while many shops will attract attention and custom by the display of these sets, common sense teaches that few of them will be sold, and those only to be worn on exceptional occasions. Many a milliner will, as usual, have enquiries about this article from customers who would not wear it under any consideration, but who wish to see if she is "up-to-date." It becomes apparent that the enquiries of patrons are scarcely to be regarded as a criterion of what the milliner should stock.

Other Lines Keep Up Interest.

On the other hand, a persistent demand for articles along a certain line, if properly attended to and studied, may lead to an opening into a new and very profitable business, one which will help to keep money flowing in at times otherwise slack. Milliners have found this especially true of two lines, dress accessories and fancy goods, particularly hair goods and ornaments. The principle of keeping up the interest at all times has forced stores to feature certain departments which infringe on the millinery section during the times when business in the latter is slack. Displays of feather ruffs and boas are made, and millinery ribbons, feathers and smallwares are sold off at bargain prices to attract a crowd. Fancy imported scarves were featured this year by one house, another made a specialty of its hatpins and buckles, and still another had a fine, early winter showing of imported hair ornaments, particularly of the popular bandeaux for evening wear.

The above are lines which should specially commend themselves to the consideration of the up-to-date milliner. There are, of course, certain accessory lines which are always carried as staples by millinery shops of any size or pretensions. These include a fairly full line of ribbons, with silk, chiffon, etc., by the yard, in the popular shades, at least. A select range of small ornaments, cabochons, buckles and hatpins is also carried by the metropolitan or town establishment of the progressive order.

These articles should be included in window displays, as they offer an excuse to the customer who would like to come in and look around, but does not intend buying a hat at the moment. Great care should be taken in the buying of such lines. Many a milliner who succeeds having in mind the very

AN ACTIVE AND PERMANENT ADVERTISEMENT

AT THE LOWEST POSSIBLE COST! AN

ARTISTIC WOVEN LABEL

is every day impressing your name or brand upon some purchaser.

There is no way which so effectively expresses the confidence you have in your output as the attaching of a woven label to every garment.

Moreover, a branded article is always bought in preference to an unknown line and the usefulness of your woven label is only limited by the life of the garment.

May we design a label to meet your particular requirements? We have the facilities and experience to turn out specially high class work.

WRITE US FOR FURTHER PARTICULARS

CANADA LABEL AND WEBBING CO., LTD.

MORROW AVE. *TORONTO*

The Value of Little Things

is nowhere more evident than in your store!

How about your stock of smallwares? Your business will be booming and your profit assured if you are handling a full line of

E. H. Code's

SMALLWARES

Novelty and attractiveness is the keynote of the success of our lines, which include a wide range of side combs, barrettes, back combs, hair nets, hat pins, embroideries, laces, trimmings, etc.

Get in touch with us to-day.

Write, asking for details.

E. H. CODE

223-225 Queen Street, - Ottawa

TUCK'S

Standard Quality

CORONATION POSTCARDS

Will be found worthy of the Great Event which is interesting the entire world.

DICKENS' PUBLICATIONS

in connection with the

CHARLES DICKENS' CENTENARY

Will be in demand throughout the year.

CALENDARS

Comprise a Large Variety of New and Beautiful Designs.

POSTCARDS

Splendid New Addition of Popular Subjects for all seasons.

Christmas Cards, Auto Stationery and Birthday Cards

The New Collection is unparalleled for Artistic Excellence.

JUVENILES, TOY and GIFT BOOKS

A Large Collection of Popular Subjects.

PICTURES

Etchings, Engravings, Photogravures, Photochromes and Facsimiles.

A Large and Varied Line of Artistic and Attractive Subjects.

Special attention is directed to our New Dickens' Pictures.



Look for NAME and TRADE MARK None Genuine Without

Descriptive Lists Sent Upon Application.

Raphael Tuck & Sons Co., Ltd.

9-17 ST. ANTOINE STREET, MONTREAL

LONDON PARIS BERLIN CAPETOWN NEW YORK

WE beg to announce that we have established a Canadian

33 MELINDA STREET,

It is our intention, in addition to soliciting import orders for S
such merchandise as may be in demand, from which the Canadia

We have now in stock a complete range of 17, 27 and 45 inch
Insertions, also a full assortment of our well-known LILY WHI

We have the largest and most modern equipped plant of any ma
trade.

We are the only manufacturers of Embroideries who weave

In dealing with us you are buying from first hands. We ha

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MAKERS OF AND LE

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33 MELINDA STREET, FAC

KRONBUEHL, ST. GALL,

Warehouse, under the management of Mr. A. B. Fisher, at

TORONTO, ONTARIO

ing Delivery, to carry, at all times, in this warehouse, lines of
nerchant can fill his wants as occasion may require.

uncings, Allovers, Corset Cover Edgings, Galloons and Wide
Semi-finished Embroidered Corset Cover.

facturer of Embroideries and Laces, selling direct to the retail

ir own cloth.

and always have had the RIGHT goods at the RIGHT time.

ESCH & COMPANY

ERS OF FASHION IN

IES & LACES

RIES, TORONTO, ONTARIO.

NETSTAL, CONSTANCE.



A Splendid Success

The Coronation Bag

WITH VARIATIONS OF SIZE AND EFFECT TO SUIT THE INDIVIDUAL DIFFERENCES OF AGE AND TASTE.

EVERY WOMAN—young or old, grave or gay—can be suited with some one or other of the numbers in this very comprehensive line. That fact means profit to the dealer—and safety.

Conservative women are apt to favor Coronation Bags in SMALL AND MEDIUM SIZES as being more sedate. Such sizes have been provided here.

There is a certain dignity and artistic simplicity about the new models in BLACK SATIN and WHITE SATIN. Especially chic are those in satin of BLACK and WHITE STRIPES—always a strong combination.

BUT if more resplendent colors are wanted, they are to be found in the glowing examples of COLORED MOIRE. Every color in the prism or the rainbow is reproduced.

Altogether this is the most successful line introduced this season. Prices from $24 per dozen up.

P. W. Lambert & Company

Makers of Fine Leather Novelties

64-66 LISPENARD STREET - - - NEW YORK

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchant

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

LIDDELL'S LINENS

procure patronage!

As an attraction to the best class of buyers---those with dollars to spend on "quality goods"---no articles you handle are so effective as GOOD LINENS!

Wm. Liddell & Co. have been awarded 7 Gold Medals at International Exhibitions for their linens! Stock

LIDDELL'S LINENS

They pull trade.

Let me hear from you---I can point the way to big profit in your Linen Department if you will handle Liddell's

Place orders now for Xmas.

R. H. COSBIE,

30 Wellington Street West, Toronto

Irish Linen Agency.

BUTTONS AND TRIMMINGS

Covered Buttons of All Kinds

Also Fancy Metal, Anchor and Brass Ornaments for Children's Wear

Buttons are a Specialty with us, if it is new we have it.

Import Trimmings and Braids

We have the most exclusive line on the market. Write for prices and information to-day.

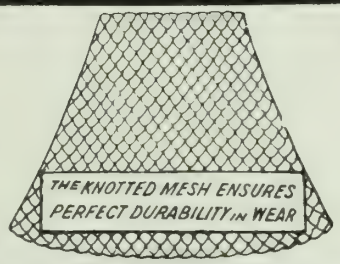
A. WEYERSTALL & CO. : : TORONTO

B "COIFFURETTA" Regd
DOUBLE KNOTTED MESH SHAPED SILK HAIR NETS

$4.80 per gross

TORONTO DEPOT:
Dieckerhoff, Raffloer & Co., Ltd.
Corner Simcoe and Wellington Sts.

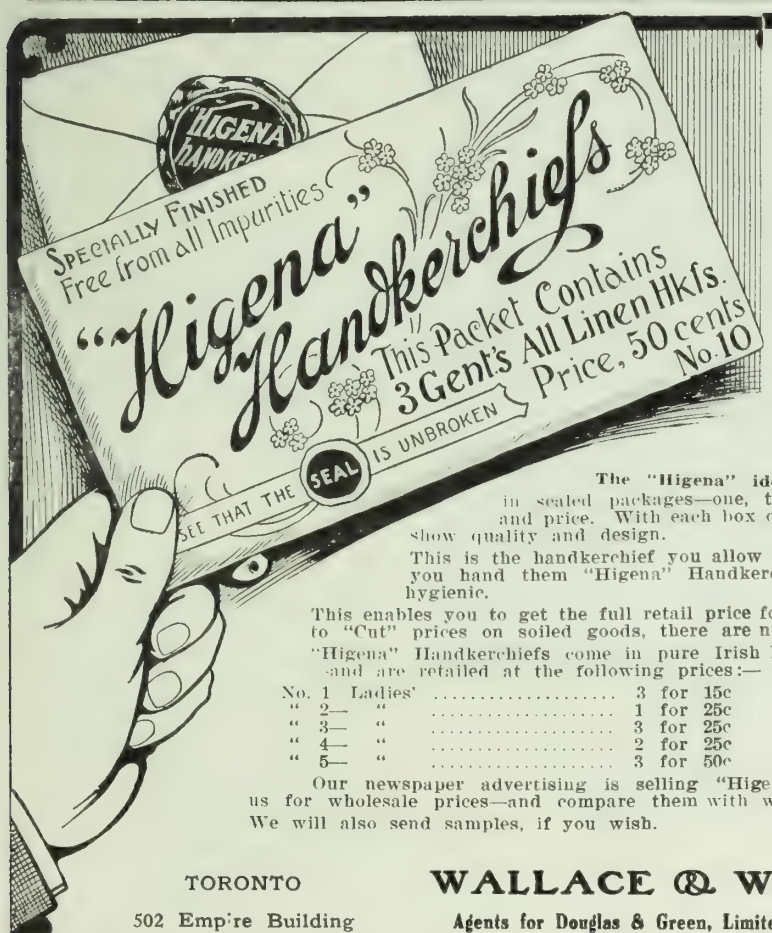
ROSENWALD BROS.
Sole Manufacturers
LONDON PARIS VIENNA



Each net in envelope

MONTREAL DEPOT:
Dieckerhoff, Raffloer & Co., Ltd.
525 St. Paul Street.

MAKERS OF EVERY KIND OF
Hair Nets, Frames, Rolls, &c., &c.



"It's a Pleasure To Sell Such Handkerchiefs"

Dealers are delighted with the "Higena" idea. It enables them to please their customers as they have never been able to do before. And it also enables them to make better profits out of their Handkerchief Department.

The "Higena" idea is cleanliness. "Higena" Handkerchiefs come in sealed packages—one, two or three in a package—according to quality and price. With each box of "Higena" Handkerchiefs, is one loose one to show quality and design.

This is the handkerchief you allow customers to handle. When purchases are made, you hand them "Higena" Handkerchiefs in sealed packages—fresh, unwrinkled, clean, hygienic.

This enables you to get the full retail price for every "Higena" Handkerchief—you don't have to "Cut" prices on soiled goods, there are none.

"Higena" Handkerchiefs come in pure Irish Linen and Egyptian Lawn, of guaranteed quality and are retailed at the following prices:—

No. 1	Ladies'	3 for 15c	No. 6	Gents'	2 for 15c
" 2—	"	1 for 25c	" 7—	"	3 for 25c
" 3—	"	3 for 25c	" 8—	"	2 for 25c
" 4—	"	2 for 25c	" 9—	"	1 for 25c
" 5—	"	3 for 50c	" 10—	"	3 for 50c

Our newspaper advertising is selling "Higena" Handkerchiefs for a good many stores. Write us for wholesale prices—and compare them with what you are paying.
We will also send samples, if you wish.

TORONTO
502 Empire Building

WALLACE & WALLACE
Agents for Douglas & Green, Limited, Belfast, Ireland

MONTREAL
504 Coristine Building

customer who will purchase the article when she selects it.

How Far May Milliner Go?

The next question is, how far may the milliner proceed along the above lines without allowing herself to be drawn into a trade which really pertains to dry goods and not to millinery? In the first place, the ribbons, tisues and fabrics which she may legitimately carry are not those stocked by the dry goods trade, but a special line offered by millinery houses for her benefit. Usually they are reasonable in price, and very showy and effective in appearance. Owing to these qualities, many persons habitually walk into their milliner's for sashes and hair ribbons, particularly when they desire hat and accessories to correspond. Hence a milliner who makes special display of hair bows, sashes, bodice garnitures and ribbon flounces hardly goes out of her way.

This naturally leads up to the stocking of other dress accessories which may be asked for from time to time. Especially is this the case with shops which front downtown thoroughfares. The tendency is for these stores to develop into a ladies' furnishing trade, in which almost everything except suits and dresses is supplied. Frequently, by a partnership between a tailoress and milliner, the establishment becomes complete, and both sides benefit by the arrangement. One may step into one of these places and be shown practically everything from imported underwear, the hand-made product of French nuns, to dainty little slipper bows of maidenhair and chiffon or tulle, and a Madame Sherry bag of satin.

For Fancy Goods Display

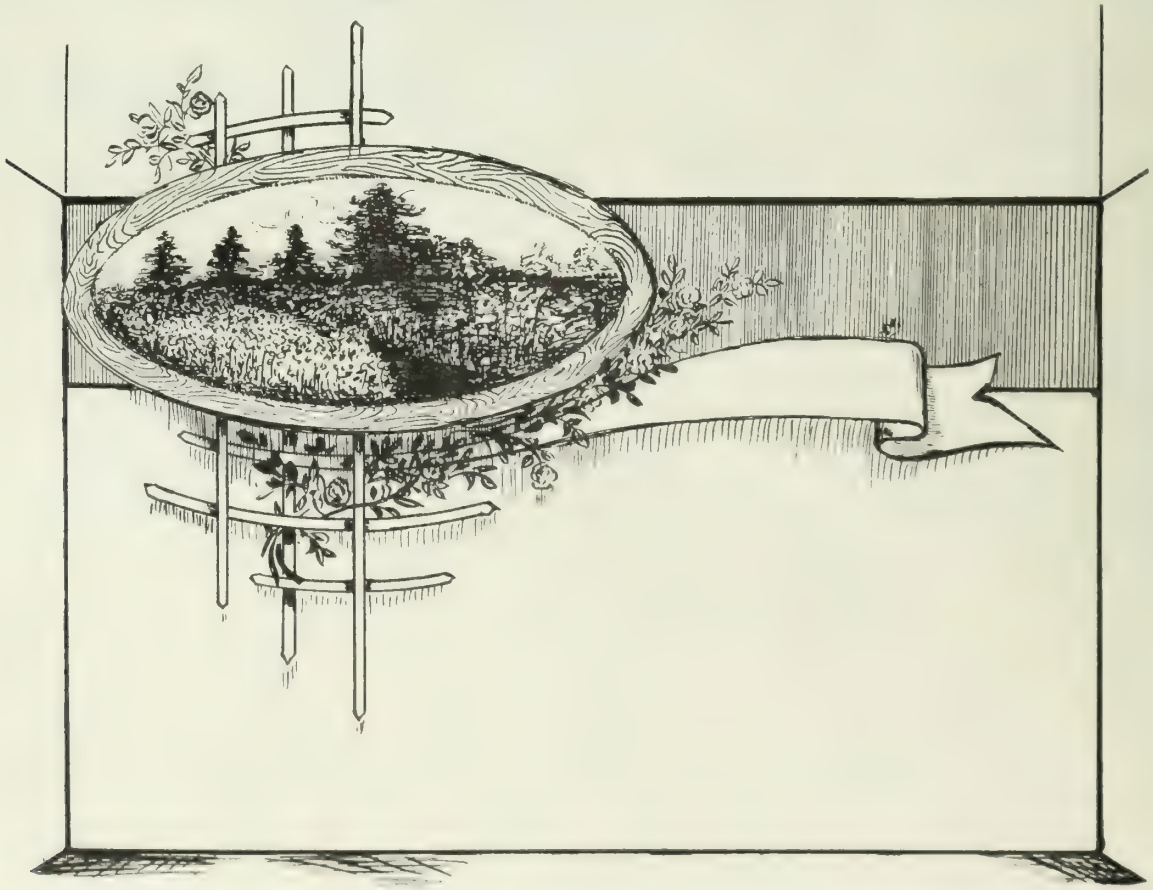
Suitable Background in Which Imitation Flowers are Used to Work Out Realistic Effect in Panels

A background most suitable for fancy goods display is shown here. For the oval, which is the chief embellishment, imitation flowers and foliage may be applied to work out a very realistic scene. For instance, the sketch shows a field of daisies backed with a hedge and pine trees.

For the trees, use sprays of adiantium, moss for the hedge, Japanese air plant along the edges of the brook and sides of the frame and drooping star blossoms (a small white blossom with brown centre, shaped like daisies) set in the centre to carry out the field effect. The oval frame can be covered with Japanese wood veneer in gray ash. Suspend this on the right, along the top border of the window. Have an 18-inch wide border of gilt or brush brass all along the top border back of this. Have this border lined top and bottom with gilt moulding.

At the right of the oval have a lattice frame painted light green and fastened top and bottom as though extended through the painting.

Have garlands of roses in pink entwined in this lattice, the top strip of the lower half of this lattice to continue out to the left in the form of a ribbon, to contain a printed announcement. This ribbon sign to be in old ivory or white with black lettering. There is hardly a line of Spring or early Summer merchandise that would not be enhanced by having an effective background as this for a setting.



Background Suitable for Fancy Goods Display. Oval Panel May be Made of Imitation Flowers and Foliage. Oval Frame Covered With Japanese Wood Veneer in Gray Ash. Lattice Frame Painted Light Green.

ADDRESS ALL COMMUNICATIONS DIRECT TO MAIN FACTORY.

EMBROIDERED
Pillow Shams
Dresser Scarfs
Center Pieces
Cushion Slips
Laundry Bags
Doilies

Main Factory;
Liberty Ave. & Warwick St.
BROOKLYN, N.Y.

The Leading Embroidery Works
Latest Art Novelties
Established 1886
L. & M. DRUCKERMAN, PROP'S.

EMBROIDERED
Lambrequins
Door Panels
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CENTER PIECES

Size 30 x 30. Made of Arabian Leneen Tan and Nile Tickings. Attractive Combinations of Embroidery, trimmed with Natural Embossed Velvet Flowers. Has the Effect of Hand Embroidery.

EMBROIDERED ART NOVELTIES

RUFFLED
CUSHION SLIPS

"Oblong shape," size to fit a 20 or 22 in. Square Pillow. Made of Special Art Fabrics, Tinted and Embroidered in Artistic Colors. Trimmed with Natural Embossed Velvet Flowers. Resemble Real Hand Embroidery.



No. 652—Grape Design.

Dresser Scarfs

SIZE 18 x 52

Made of Russian Leneen, Effective Combinations of Embroidery, Natural Embossed Velvet Flowers. Very artistic in appearance. Can also be ordered in squares to match size 32 x 32.



No. 750—Poppy Design.



No. 7850—Cartouche Design.



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No. 877—Lily Design.



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CAN BE RETAILED AT
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BEST VALUES EVER SEEN IN CANADA



No. 832—Cartouche Design.

OUR NOVELTIES ARE SOLD AS SOON AS DISPLAYED. ORDER SAMPLES AND BE CONVINCED

The Leading Embroidery Works **L. & M. DRUCKERMAN, Props.** Liberty Ave. and Warwick St., BROOKLYN, N.Y.

Furnishings and Decorations for the Home

Novel Lines in Wall Papers

Fabric Finishes to be Popular Again Next Fall —Leather and Wood Effects for Dados.

SPRING sales have brought forth many new lines of wall-papers, and decided popularity has has attended some styles that were distinct innovations.

All the fabric finishes have proved excellent selling lines, and later ideas along the same lines have followed in their wake. These latter include a very handsome leather paper. This is made upon the same principle as the well-known, waterproof, bathroom papers. The grain of it imitates leather to a remarkable nicety, elephant, alligator and calf skins being reproduced. Colorings also are extraordinarily handsome and realistic. These leather effects are used as dados. A similar paper is grained in imitation of wood for paneling purposes.

Drop ceiling effects and cut-out friezes below the rail have been combined very effectively in the new chambray finished papers. These come in light tones of color with floral or other very delicate decorations. The Gaspe stripe effects have also been exceedingly strong, and many chintz-like effects, specially adapted for bedroom use, will continue to be featured next season. All the above styles have been chosen for mention largely because their life as a popular article is just begun. In the same class, though somewhat more expensive, are the Japanese grass papers and their imitations. The basket weave and natural and green tones of color are the features of this line.

Many Panel Effects Used.

In designs for all classes of rooms panel effects are strongly featured. Nearly all ornaments in the cut-out wall-papers are placed directly below the rail, whether there is a drop-ceiling effect or the frieze omitted altogether. Festoons are much seen, as also are broken squares and medallions with connecting garlands. Beneath this decoration, the paper is further ornamented by a panel effects at regular intervals, surrounding a central motif in many cases. All the ornamental design is cut-out and applied so that the spacing may be arranged to suit the shape and size of the room. These special advantages should suggest some good talking points to the retailer who is advertising the new papers Undoubtedly such variety, adaptability and artistic merit have rarely been combined in papers to sell at popular prices. Both domestic and imported numbers are offered in these lines.

Panel effects will be featured in all styles of design from Louis XIV to art nouveau, and including the florals so popular for bedroom use. The latter designs are most frequently seen in Chambray finish and have been a striking feature among this season's best sellers.



Interior view, showing part sections of three furnished rooms in Furniture Department of Chas Austin & Co., Chatham, Ontario

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MANUFACTURERS of HIGH CLASS
BRUSSELS·WILTON & AXMINSTER·CARPETS·&RUGS.

FACTORY & OFFICES
PETERBOROUGH. ONTARIO.

May 1st, 1911

A GOOD POINT!!



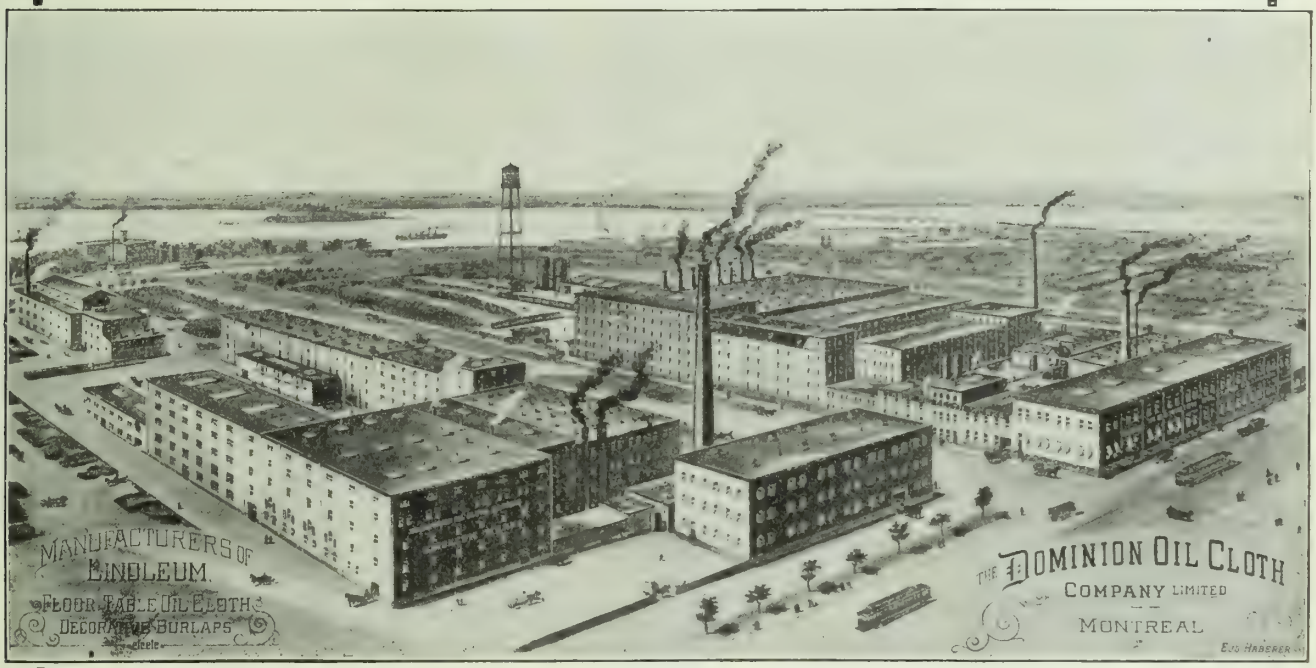
BRINTON·GOODS.
ARE ARTISTIC
EVEN IN THE
LEAST EXPENSIVE
LINES

LINOLEUM

MADE IN CANADA

Five Grades, A, B, C, D, E.
Two Widths. 8-4 and 16-4

DESIGNS—Chosen Expressly for Canadian Trade.
QUALITY—To suit the Canadian Climate.
PRICES—To Meet Canadian Purses.



Floor Oil Cloths

Two Grades. 4-4, 5-4, 6-4, 8-4, 10-4 wide

Table Oil Cloths

One Quality and that the Best. 5-4 and 6-4 wide

We have no hesitation in stating that all our lines are the Equal of any on the Market

Our Goods are Handled by All the Wholesale Dry Goods Trade

The Dominion Oil Cloth Co. Limited

MONTREAL

Correct Period Paper for Drawing Room.

Among the style features brought out by Spring special sales was a particularly handsome drawing-room paper. Many are the crimes, from an artistic point of view, which masquerade under the name of Louis XIV or Louis XV. But this paper was an absolutely correct reproduction of the most chaste and restrained of the earlier Louis decoration. The pattern was very small and dainty, made up chiefly of small roses in garlands on a ground between a light buff and a deep cream, best described by saying the color was an "old paper" shade. The garlands were arranged in panel effects, enclosing tiny motifs which included the bouquet, arrows and quiver, and flambeau. The whole effect of the paper was such as would be very suitable for a drawing-room in Louis XIV with buff brocade upholstery, or for a chintz drawing-room in the English fashion. The paper greatly resembled a hansome chintz in finish.

Exclusive Design for Library or Hall.

Among the handsomest designs ever seen displayed was a new style brought out this Spring for dining-room decoration. This paper had a deep dado of a mottled blue which suggested leather rather than fabric, while still plainly a paper and nothing else. The space above was fllled with a perfectly harmonizing design in conventional scroll, ground very well filled, and design about the size of both hands. The soft blue of the dado was carried out in the paper, with the addition of tones of drab and green which were shades rather than colors. In a cross light the background of bronze or very dark gilt was discernible. This paper was recommended for hall or library, but would have been equally excellent for a dining-room or for some types of living rooms. It would suit admirably with furniture of a handsome and substantial type in modern design.

Curtains and Hangings

Great Strength in New Fancy Nets in Casement Lengths—Self-colored Portieres—Season for Chintzes, Cretonnes and Linens.

As prospects now stand, Fall trade will run as strongly, if not more so than ever, on the new style nets for casement length curtains. These nets both in the popular heavy mesh and in the newer fine meshes have proved an excellent selling line this Spring. Madrases have run them close, but the nets have the great advantage of being fine washers and suited for windows where either the single or double curtaining effect is employed.

Medium-priced qualities have proved best sellers; cheap imitations at first threatened to spoil trade, but those who used them were obliged to replace, as they would not stand a single washing. The result has been that the public now willingly pays the medium price asked for a handsome up-to-date net.

Following the very large motifs and coarse meshes usually in drab or ecru coloring, fashion has veered somewhat toward the fine, dainty meshes in white and cream. Many of these are as fine as a waisting and fall without any stiffness whatever. They are well taken in cities, but it is doubtful if they will become so universal as the heavy mesh.

Some Popular Colorings.

Madrases and printed scrims show some new and interesting color schemes. Prunella and green made an ideal dining or club-room window curtain.

Deep ecru was combined with striking Empire green and red fruit design with brilliant effect. Coronation reds and blues were featured as a high-class novelty, the red being especially inviting. Madrases were seen in designs ranging all the way from verdure, floral and art nouveau to Gothic or Elizabethan. Among other notable colors were the new orange shades and pumpkin browns.

Use of Floral Chintz Border.

A pretty use of a floral banding of chintz was seen. Full-length curtains of point-d'esprit, had frilling of self edged with braid and were trimmed with a four inch band, decorated with tiny pink roses, passing all around the curtain inside the frill. These curtains were specially designed for the chintz boudoir or sitting-room now so much in evidence in modern homes.

* * * * *

Regular lines of portieres come in self-colored styles, green and red leading.

Chintzes, cretonnes and linens have had a record sale, despite a late Spring. Floral designs were universal both in large, massed effects and tiny wreaths and garlands. These coverings are now featured for all sorts of rooms, as well as for bedrooms and morning rooms.

AXMINSTER SQUARES & MATS

The famous old firm of HERM, PATZ, OELSNITZ (Saxony) now carries stock in Canada. Designs with all the beauty of Eastern and Western art are shown and prices quoted upon request.

OTTO T. E. VEIT,

WELLINGTON STREET, WEST, TORONTO

SHOW ROOMS, 726 EMPIRE BLDG.

BARRY'S LINOLEUM

Made in Scotland.

Our Standard— Perfection.



WALTON PATENT NEW INLAIDS

This illustrates our new design, No. 336, produced by the new unit WALTON PATENT System and in four handsome colorings, Nos, 336, 1/336, 2/336, 3/336. This design lends itself to the new unit, producing admirably small mosaic tiling effects of the most artistic character and will prove attractive to every discriminating buyer who is interested in offering to his patrons the most up-to date styles in Linoleums.

MADE IN C GRADE

FALL LINES NOW ON SHOW.

WRITE FOR PRICES AND PATTERNS.

AGENTS

SCOTT & WEST CO.,

ALEXANDER H. YULE, Manager

510 Coristine Bldg., MONTREAL

As usual, Fall sales will bring out the more expensive lines of upholsteries. Brocades are expected to be the best for fancy and tapestries for everyday purposes. New lines will be due in a few weeks' time.

Situation in Floor Coverings

Linoleums Will Remain at Present Raised Price of from 10 to 12 per cent.—Rugs and Carpets Also Up

The market conditions in linoleums remain practically as before indicated in these columns. That is, prices have been raised anywhere from 10 to 12 per cent. higher than before, and will stand fast for the present season. This is due to the scarcity of cotton and the partial failure of last year's crop. As it is also due in part to increased demand, and to conditions prevailing in the labor market, the likelihood of amelioration is not sufficient to be banked upon. In fact, quite the contrary is the case. The merchant will do well who secures oilcloths, not yet advanced, at present prices before they also register the effects of changed conditions.

Many publications have erroneously insisted that prices were not changed because that certain patterns selling at given price still sell the same. This is easily explained. Articles must be made to meet certain popular demands. If unavoidable, the manufacturer reduces the expense of production on the quality of the raw materials, or in the size of the article produced. The result may be an excellent wearing article, perhaps at least 90 per cent. as durable as that offered to sell at the given price before a 10 per cent. rise in the cost of materials. To expect anything else from the manufacturer is to expect impossibilities. On the other hand, reliable firms state that they have no desire to deceive their customers as to the quality or thickness of the article offered. Merchants will do well to weigh the facts and place their confidence in those who tell them the truth, rather than in the cheery optimist who is trying to create hallucinations.

On the whole, prices in rugs and carpets are also a little higher, but this does not apply to all lines nor in all places. Increase of price will be more likely to be felt later on, especially if the cotton which forms the base remains as it now appears highly probable to. At present, the same designs and, with very slight changes if at all, the same materials are presented at the same rates, with the addition of new style features of the highest artistic value not previously shown in such popular lines. These latter include such novel and desirable color schemes as coronation red (imported). King George blue (ditto), and greens in the popular shades of Empire and emerald.

It will be noted that the above colors are all of the clear, bright tones so much desired in every line at present. Floral borders on plain centres have proved excellent in rugs. These were sometimes combined with scroll or urn designs in the corners, or with a mottled or invisible patterned centre. A solid colored centre seems, however, to be generally favored. Art nouveau designs are also popular border effects. There is no abatement of the usual popular demand for very showy and brilliant effects in massed floral or patterned borders.

A particularly pretty Dutch carpet matting had stripes of very clear bright colors, the whole being meant to give a home-made or rag rug appearance. This fabric would prove practically indestructible, besides retaining its brilliancy of color, while only slightly more expensive than the cheap style of mat.

A line of hair cloth suitable for offices and public buildings comes in an extremely handsome variety of designs, mostly of the mosaic patterns. It combines absolutely unmatchable durability with a cleverness in color schemes and general make-up that makes it well worthy of attention. The harshness of appearance associated with some hair cloth lines has been quite obviated in this case by use of a special texture and soft, rich color schemes.

A Season for Rugs.

Rugs are absolutely master of the situation in floor coverings. This Spring's selling has seen the greatest display of Oriental imports and their domestic imitations ever shown in Canada. The popularity of Oriental designs has undoubtedly been instrumental in making the rug so universal. Fringed edges have also been very popular.

It is hard to say which size of rug sells best, but a medium square is reckoned an excellent seller. As usual, Axminster, Wilton and the popular Brussels weaves have sold well.

It is probably this seamless craze which has made the wide linoleums so popular, four yard widths being handled to a surprising extent, with two yard widths universal.

Death of James A. Ogilvy

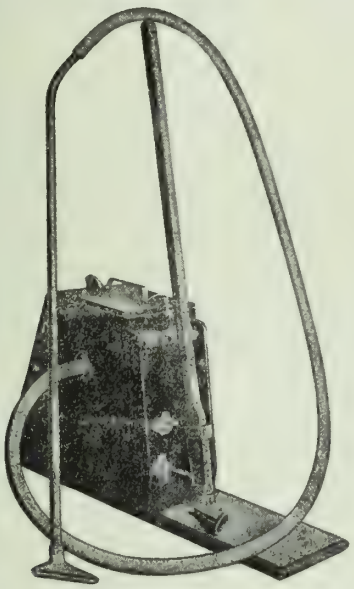
James A. Ogilvy, sr., founder of the dry goods firm of Jas. A. Ogilvy & Sons, Montreal, died April 27. Though in poor health for the past month or so, he was able to attend to business up to Wednesday preceding his death. Mr. Ogilvy was 76 years of age. He was born in Kirriemuir, Scotland, and came to Canada in 1863, entering business in Montreal with the firm of James Morrison. In 1886 he started in business for himself. He was joined by his sons, and as business increased, moved to larger quarters, and finally became established on the corner of St. Catherine and Mountain street, Montreal, now a central location. Each change demonstrated the foresight of the head of the firm, and the wisdom of his belief in the western section of the city. All buildings occupied by the firm have fronted on Mountain street, and the new building when completed will have frontage on the same street.

As a citizen and as a business man Mr. Ogilvy was very highly esteemed. In expressing, on behalf of the trade, the deep regret felt in his death, Colin Morgan, of Henry Morgan & Co., Ltd., said: "We always regarded Mr. Ogilvy as one of Montreal's best citizens from every standpoint. He was an able business man, he stood for all that was best in manhood and his death is a great loss to the community."

The Arguments for

The King Edward Vacuum Cleaner

Are Resistless



You can sell any man who has the price when so small an outlay means so much in

Health, Comfort, and Perfect Cleanliness

The Vacuum Cleaner is no longer a luxury. It has been made a practical necessity by modern sanitation, and has been placed within the reach of everyone by simplicity of construction and standardizing of parts.

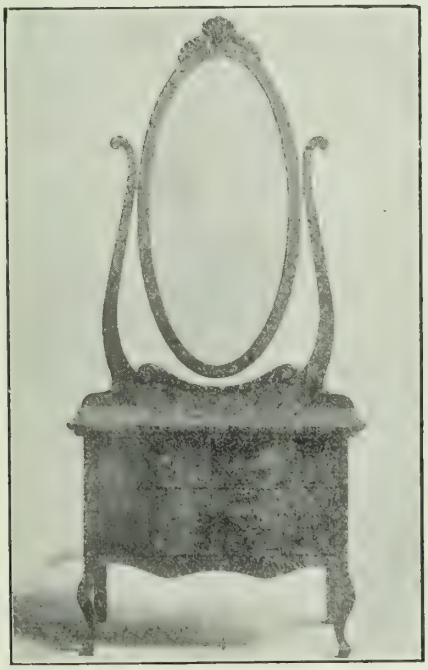
Everyone Wants a King Edward. It is efficient, easily operated, light, needs no power, is large enough for stores, etc., yet perfectly adapted for home use.

Write us for description and prices

The George H. King Co., Limited

WOODSTOCK - - - ONTARIO

THE BIG 4 CARLOAD POINT



When you order from Victoriaville you not only get the best possible service in furniture value, but on account of having a bedstead factory, mattress factory and a chair factory, as well as our own, you save freight charges. Order in carload lots and make additional profits for your store.

Our Victoriaville **SURFACE OAK FINISH** is the best furniture to buy at a moderate price. Operating our own saw mills, we can guarantee the best lumber at rock bottom figures.

The Victoriaville Furniture Co., THE BIG 4 Carload Point **Victoriaville, P.Q.**



Selling Furs in Summer

Good Business in Repairs and Storage—Trade With the Tourist is often Profitable—Encouraging Out-season Purchases.

"RESTING on their laurels and preparing for the coming Fall season," appears to describe pretty well the present condition among the furriers.

Furs have quite disappeared from their accustomed haunts in the large departmental shops in the cities, as well as in the smaller general stores of village and country, whose owners are concerned only with stocks to be ordered for next season's trade, the study of catalogues, interviewing of travelers, inspecting of samples, and selection of those styles and qualities which are likely to prove satisfactory and profitable investments.

The retail furriers in towns and cities find much of their time occupied in fighting the moth and getting all left over furs into proper shape for next winter's business. Many of them offset any lapse in the fur trade by carrying various lines of men's hats, caps, gloves and umbrellas, thus catering to most of their fur customers, as well as to a certain extent to the general public. Another source of profit to many retailers during the summer months is drawn from their repairing and alteration departments.

Repair and Storage Department.

"We always encourage our customers to bring all their repairing to us during the early summer," one Montreal retailer stated lately. " Now is our spare time and we very much prefer getting it all off our hands before Fall trade begins, when all our time and attention is very much taken up otherwise.

"We also do a good business during the summer storing furs for the public. People are coming to realize more and more the advantage of having their furs properly stored under good conditions. They wear so much better and come out looking so much finer in the fall than if packed away into small space as so many householders are obliged to do with all their winter garments. And of course the larger storage work we do, the busier we are. It does not mean simply popping the furs into cold storage and leaving them there until further required. They must be taken out from time to time, aired and shaken. It is also necessary to keep a vigilant outlook for moths."

Large Trade with the Tourist.

Some retail furriers carry nothing but furs, all the year round, keeping an attractive fur display open to the public right through the summer months, and report such a course to have proved very profitable in the past owing to the toursit trade, not alone with the United States, whither they are allowed to take in with them free of duty, one hundred dollars worth of furs, but with travellers from all parts of the world. Early as it is in the season, this line of business has already opened up, one merchant having sold only last week, an assortment of furs to a party of girls from New Zealand.

Furs Cheaper in Summer.

Questioned as to the value of the report that furs are cheaper in August than at any other period of the year, one merchant said, "Well, we always encourage ladies to buy furs during the summer, and find it profitable to allow a small discount when they do so. Most ladies' garments require a certain amount of alteration, and it is so much cheaper to have that done during the summer season. For one reason, although we keep our operators all the year round, yet we generally have to pay them more during the Fall and early Winter, when business is rushing, and they know that there are plenty of merchants ready to snap up all the efficient help they can secure."

This phase of the question necessarily applies only to those retailers who, themselves handle a certain amount of manufacturing, altering and repairing of furs. Merchants handling furs only as one department of an extensive general business would find no profit, rather a loss, in such a course.

The manufacturer at this season of the year has his samples on the road and finds plenty of occupation in stocking garments for next season's trade, and in filling orders as they come in from the various travelers.

Promising Staple Outlook

Warm Weather Improves Present Demand—Grey and Bleached Cottons Selling for Fall

In pleasing contrast to the slow business which has been the inevitable result of the late, cold Spring, are the prospects for a splendid Fall business, as evidenced by the liberal orders in all Fall lines already received. Matters have brightened very materially, even during the past few warm days, but it will take many weeks to catch up in any degree with what has been lost, and manufacturers have no hope now of bringing the returns of the season just past to anything like those of last year, when there was an early spring and quick demand.

Consequently they are centreing their best energies towards a perfecting of Fall business.

Cotton still keeps high, having gone up about half a cent per pound during the six months just passed. Although the prospects for the coming crop are reported good, there is no doubt that the cold weather in the south has done a certain amount of damage and that at least a portion of the crop will have to be replanted. The question of coming prices therefore hinges a good deal on weather conditions for the later crop. Should the cotton ripen early, the market will undoubtedly remain easy, but of that no one can forecast. Meantime the demand is strong, and while there is no prospect of actual shortage, and supplies for the time being are fair, yet reserve stocks are being slowly depleted. One manufacturing firm has withdrawn price lists for a further consideration of values, a step due to the heavy advances in raw cotton,—indications pointing to higher prices than at any time during the past year. Some Canadian manufacturers predict the possibility of eighteen cent cotton, and say that anyone buying at to-day's prices for requirements for the next six months will be buying as low as he can expect to do at any time during that period.

Plaids Featured for Fall and Spring.

Canadian staples manufacturers predict a continued demand for ginghams, in which plaids will be strongly featured. Not only will the various combinations shown in the summer display be continued, but new lines are already in process of preparation for next Spring's trade. The showing of plaids in dress goods and flannelettes now being turned out for Fall is exceptionally fine. The colorings are vivid, in accord with Fashion's whim, but are not at all crude, and at first glance it would be extremely difficult for the uninitiated to distinguish the flanelette goods from fine wool materials of much superior quality and higher price, features which render them especially favorable for making up as children's frocks. There has been and still continues an enormous demand for black and white checks, and manufacturers find difficulty in making the goods fast enough to supply the demand.

Printed Goods.

Printed goods have kept up well, stripes being exceptionally good. Plain, fancy and bordered flannelettes are all good, and in all staple colors, with as yet, no particular favor evidenced for any one shade, more than another.

A steady business is being done in shirtings, which although somewhat confined to the summer trade, and with their real season just about over so far as the manufacturer is concerned, are becoming more and more an all year round proposition, fall lines being chiefly in dark grounds with plain figures or stripes. The best demand in white shirtings has been for the pure-finished soft goods, all lines of which have been good, with a fair demand for Fall delivery.

Staple lines in grey and bleached cottons are selling well for Fall, the demand for immediate delivery having fallen short in these as in other lines. Orders placed for grey cottons have been especially heavy, running chiefly in the Bengal weaves. Sheetings also, in the eight by ten measurements are selling well for Fall.

Buy Goods That Sell

OUR

FURS

Bring Repeat Business. Travellers Now Out. Be Sure and See Our Samples for next Fall's Trade.

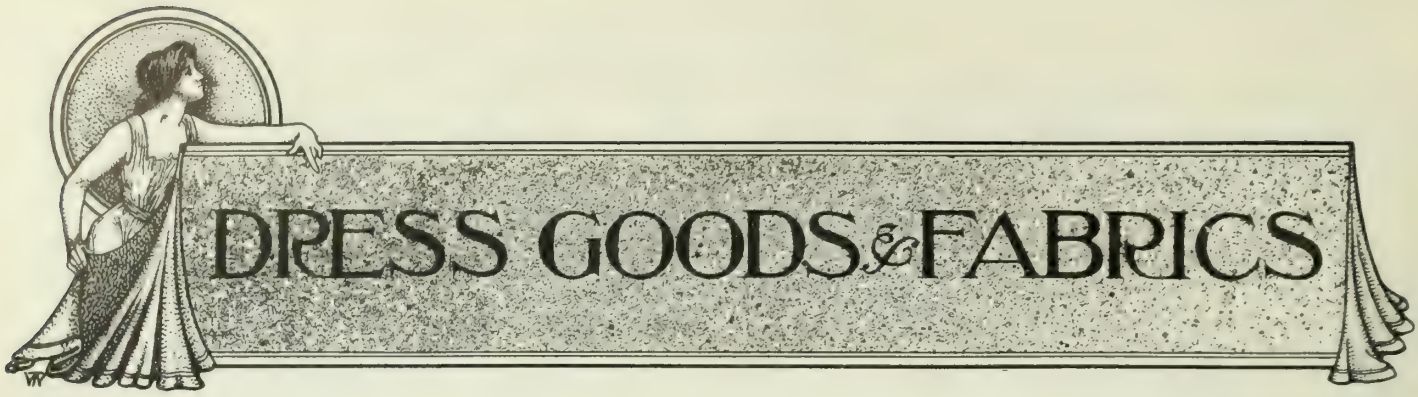
Royalty

HATS

Worn from Ocean to Ocean. All Shapes and Styles. You Cannot Handle a Better Line.

Swift, Copland & Co. Limited

MONTREAL



Good Fall Silk Season

Messalines, Paillettes and Kindred Satin-Finished Fabrics — Increased Market for Waist Silks Expected

THE class of silks that have been favored this Spring are looked upon as the popular leaders for Fall. Large orders are already placed for messalines, paillettes and kindred satin-finished fabrics. These silks will be required for dresses and foundations and trimming purposes, as another season of veiled effects is promised, and voiles and marquisettes, chiffons, crepes and ninons will be retained. Marquisette and voile novelties come in printed and in bordered fabrics. Fancy printings on messalines and soft satins are being shown as a leading novelty in waist silks.

Novelty Silks for Blouses.

Though it is early as yet to predict the novelties in fancy silks that will sell in the Fall, the manufacturers are preparing an extensive line of novelty silks for blouses. Suits have sold well this Spring and are expected to do better for Fall; therefore the makers of silks are already preparing for an increased market for waist silks. Black and white fancy stripes and a limited number of checks are strong. Roman stripes are another line that are expected to sell. Warp-printed taffetas and satins and Dresdens are included in the line of waist and foundation silks.

There is a call from the cutting-up trade for tussahs for separate coats. The satin coat is very fashionable on the other side, but is too high-priced for the general run of the Canadian trade.

Surahs have been introduced for dresses and suits, and are a probable rival to satin in the future.

Mannish Cloths and Effects.

Serges are the best sellers at the present time. With the first burst of Spring sunshine, suits of cream serge, either plain or pin-striped with black, made their appearance, and there is every indication that they will be strongly taken up for Spring and Summer wear. Cream serges are selling for wraps and coats, and the smart trade is asking for white cheviot.

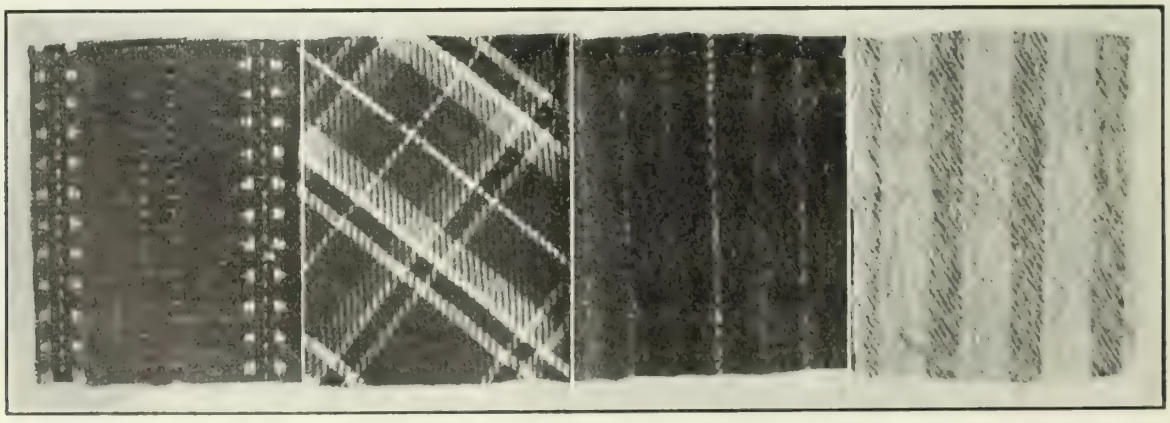
So far, serges in suiting weights are the big sellers in Fall materials. Cheviots are also selling well and promise to be one of the leading suit and skirt fabrics. The cutting-up trade is according particular favor to cheviots, both plain and fancy. This cloth is the proper weight for Fall, and besides it wears well and is easily made up.

Many buyers are taking satin-finished broadcloths and Venetians, principally in black, as these fabrics come the nearest to the wool-backed satins so much worn for suits and dresses. Fancy colors in broadcloths are being taken for evening coats and wraps.

Reversibles, Boucles, Soft Wools.

All cloths for Winter wear are heavier, and in the novelty section interest is divided between reversibles, boucles and soft-wool fabrics. Close-sheared zibelines are also showing, and later novelties promise to include a selection of bordered fabrics.

Black and white mixtures and Scotch effects in tweeds promise to be very strong sellers on this market. The fact that the Paris model houses are taking up British cloths will certainly help the sale of these fabrics. Mannish cloths and effects are good sellers. There is a strong bias in favor of fancies, stripes being immensely popular. Some checks are seen, and many reversibles are striped on one side and checked on the reverse.



Hard-finished Dress Wrapperettes for Fall, in Plaids and Fancy Stripes.—D. Morrice Co., Ltd., Montreal

New Stripe Flannelettes in Outing Design, Shown for Fall.—D. Morrice Co., Ltd., Montreal

NISBET & AULD, LIMITED

Sole Canadian Agents for

B. VICKERMAN & SONS

Makers of the highest grade

Serges and Worsteds

ever brought into Canada.

"EMPIRE" Satin Linings

The sales for this Cloth are the true indication of its real worth.

Guaranteed two Seasons.

In all the newest Colorings.

SPECIAL

56-in.

WHITE and CREAM SERGES

with

Black Stripes

A big shipment just opened gives us an exceptionally fine collection of the newest Weaves and Stripes for Ladies' Costumes as well as Men's Outing Suits.

Plain White and Cream Serges and Worsteds in all qualities.

MONTREAL
207 St. James Street

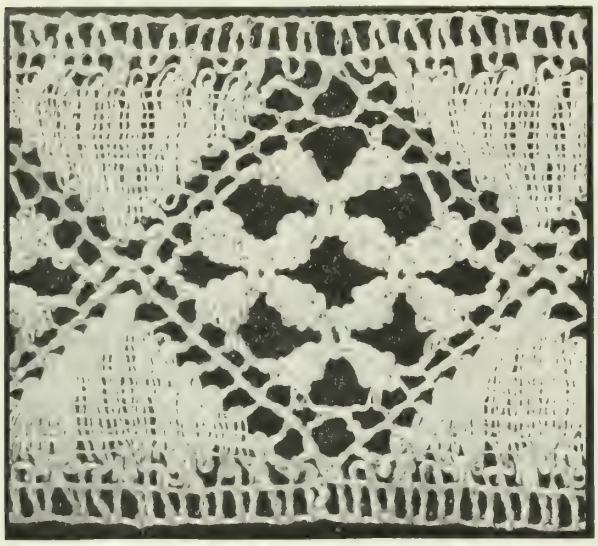
Toronto
34 Wellington St. West

QUEBEC
5 Bloc Parent

Please mention The Review to Advertisers and Their Travelers.

Though the city trade will go in for fancies, the country trade is showing a tendency to prefer plain cloths.

One of the most popular fabrics at present is wool delaine. Delaines with side bands and borders and mostly in spot, pin-stripe and ring patterns, have sold freely this Spring, and not only will they be wanted for the counter trade in the Fall, but cutting-up trade is buying for making into smart little



Heavy linen lace for blouse trimming. Shown by the Canadian Underskirt Co., Toronto.

dresses for Fall selling. The cutting-up trade is also taking black voile and soft-finished Saxony panamas.

Velveteens in Strong Position.

As the selling season opens, the selling position of velveteens becomes stronger. Velveteens, both in the plain cloth and in the hollow cut cords, have been ordered in quantity, both by the jobbing houses, the department store buyers and the manufacturers.

Shortage in Sheer Fabrics

Impossible to Obtain Early Deliveries of Needed Goods — Jobbing and Cutting-up Houses Affected — Bordered Cottons Becoming Stronger

Now that the season for their sale is approaching, and there is a greater activity in cotton goods, great complaint is being made as to the slow delivery of wanted goods, particularly those of Manchester make. Not only are the jobbing houses and the buyers affected, but the cutting-up houses are unable to make deliveries from this cause. In sheer fabrics and in fancy weaves there is quite a shortage, and even where members of the firm are on the spot, it is impossible to obtain early deliveries of the needed goods.

There is an increasing demand for bordered fabrics particularly in voiles. The latest novelty is a heavy voile or cotton etamine, which is shown in both floral and Bulgarian printed patterns in very handsome color effects.

Printed fabrics are in big demand. Ginghams and allied cotton novelties are selling freely. Chambrays, while not in great demand for the counter trade, are being used extensively by the cutters up for simple street and house dresses.

Plain and fancy woven cotton voiles are selling in quantity, and there is every indication that they will be good again another season, as they will finish the present season in a high position.

For early Fall and for indoor winter wear there promises to be a freer use of cotton and mixture fabrics. Heavy voiles, etamines and basket cloths are shown for waists. Madrases, striped ginghams, chambrays and outing flannels in cream and grey with narrow stripes in black, blue, green and red are showing.

Many lines of heavy cotton, such as heavy soft-finished galateas and dress flannelettes in checks, stripes and Scotch effects promise to be good.

The Influence of Show Cards.

Show cards tell their story to the thousands passing your store, as well as to the people who visit the store itself. You should use show cards everywhere you can find space for them. They should be made artistically, and lettered so they can be easily read. The windows are the most profitable place to advertise, and every advantage should be taken of them.

Keep count for one day of the number of people who pass your store, multiply that by the number of days you have your card in the window, then compare the cost of your card, and the circulation, necken pen, lettered in black, shaded with a light with any other method of advertising and it will astonish you. Then consider that this advertisement was right in your own store, with the real goods behind it.

KING'S
Established 1775

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND.

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
210 St. James Street - - Montreal



English Mohairs

THE PRACTICAL FABRICS FOR SUMMER SUITS AND SKIRTS

Neither the dust of the country nor the damp of the shore can spoil their everlasting beauty of drape and lustre. ¶ Now's the time for you to reap the year's richest fabric profits by keeping B.D.A. Mohairs to the front. ¶ In no previous season have we produced so many stunning patterns as are now being shown by the jobbers.

Write your wholesaler for sample swatches.

BRADFORD DYERS' ASSOCIATION

OF BRADFORD, ENGLAND

Bleached Cottons at "White" Prices

Dominion Textile Co's White Cottons Best Fill Every Bleached Cotton Want

New Fall Lines Soon in Wholesalers' Hands

Bleached Cottons, Longcloths, Cambrics, Drill, Duck, Bleached Sheetings and Pillow Cottons, Pillow Slips and Sheets.
(ALL SIZES)

Pure Goods

For many purposes you must handle pure Cottons—the range of Textile **Pure** Cottons comprises absolutely only pure Cottons—and they're all "gold," no dross. You will appreciate the new finish.

"Filled" Goods

For certain purposes a "Filled" Cotton is needed. You can best supply your wants in Textile Cottons—they have the appearance and the value.

The needs of the Canadian trade have been studied long and carefully—the new range represents continued improvement. Our large new bleachery is equipped with the latest facilities known to the Cotton world.

Satisfactory Deliveries Assured for the Fall Season

DOMINION TEXTILE CO., LIMITED

Head Office: MONTREAL



New Fall Wrapperettes



Suggestions for Your Fall Purchases

EMPIRE TWILL, 10c.

A selection of the New Dress Goods Patterns will meet your needs for popular priced materials for Blouses, Dresses, etc.

SERGE SUITING, 10c.

The popular white and black effects are well carried out. The resemblance to Wool Flannel is really surprising; you will find selections from this line big sellers

EMPRESS SUITING,
Kenilworth Checks

IMPERIAL SUITING,
Reversible Salisbury

8c.

Surprisingly good values that will ensure you good business.

MANY NEW PATTERNS

It is our belief that you will appreciate the marked and continued improvements in Canadian Wrapperettes.



YOUR WHOLESALER WILL SOON SHOW YOU SAMPLES



"B.B." TORCHON

Copyright.

REG? B MARK

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of
Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of Irish Linen, Silk, Wool, etc., by

BIRKIN & CO. .:. NOTTINGHAM, ENG.

Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 4 Manchester Bldg., 33 Melinda St., Toronto

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

FINE LINE OF CHILDREN'S DRESSES.

The Princess Garment Co., manufacturers of children's dresses, have moved to their new premises, 76 Richmond east, Toronto. This house is making a specialty if garments for little people, and their lines embody the essentials of style, fit and wear to an extent which has immediately made for them a high place in public favor. Their Fall lines are now ready and merchants who are featuring the juvenile department in any way will here find an exceptionally fine assortment for their inspection. In their new premises the Princess Garment Co. will have greatly improved facilities for production and for handling their increasing business.

SOMETHING NEW FOR THE ART DEPARTMENT.

L. & M. Druckerman, New York, are showing an exceedingly fine assortment of art needlework lines. These include table covers, size 30 x 30; dresser scarfs, size 17 x 50; center pieces, size 30 x 30; cushion slips, size to fit 20 or 22 inch pillow; laundry bags, size 21 x 35, made on substantial material embroidered with effective colors, trimmed with natural embossed velvet flowers. The new trimming has been created a few weeks ago by L. & M. Druckerman (see advertisement, page 117.) This can be retailed in Canada at 75c. It is very attractive merchandise and can be used in any home. The articles are beautiful for the richest home, and cheap enough for the poorest home. The above illustration is only one of the different designs of which this class of goods is made.



Embroidered centrepiece, size 30 x 30, trimmed with natural embossed velvet roses. Shown by L. & M. Druckerman, New York.

DOES AWAY WITH USE OF TWINE.

The Crystal Sealing Company, of Chicago, makers of machines for saving both the time and money of retailers, have opened a Canadian office in Toronto, and have been successful in placing their device out among the trade. Their machine is calculated to eliminate the use of twine in parcelling goods. Two or more rolls of gummed tape, of varying widths and strength and each 800 feet in length, are placed in an elaborate metal holder, feeding out by hand between a moistening roller which revolves in a porcelain-coated pan. Two inches of this gummed tape will bind a package more securely than ten times the quantity of twine. The advertisement of any dealer can be printed upon the tape, so that his name goes out on every package

UNDER THIS TRADE MARK



ARE SOLD **THE BEST**

100% **PURE**

WOOLENS

CALDWELL'S BLANKETS

AND

STEAMER RUGS

are made from the finest selected wool, woven with great skill and are easily sold. They are equal in every way to the best of imported goods both in appearance and wearing quality.

ALL SALES DIRECT TO THE RETAIL TRADE

Full lines for Fall, including Blankets, Suitings and Steamer Rugs, are now being shown by our travellers.

BOYD CALDWELL & CO., LIMITED

LANARK ONTARIO

ALPHABETICAL INDEX

Anderson, Wm. & Co.... 4
Arlington, Co., The 169
Australian Draper .. ..
Inside front cover

Baker, Richard L. & Co. 115
Ballantyne, R. M., L..
Bartell Patent Pocket Co. 149
Barry, W. H. & Co..... 107
Baumann & Co., L.. 138
Berlin Suspender Co.... 169
Bollert, E. R.. 138
Botanical Decorating Co.. 138
Bradford Dyers Association .. 131
Bradstreets.. 73
Britannia Underwear 114
British America Assurance Co.. 41
British American Dyeing Co.. ... 101
Brock & Paterson 138
Brock, W. R. & Co., Ltd., Montreal 19
Burnley, Thos. & Sons, Ltd.... 120
Burt, F. N. & Co., Ltd.. 138
Burritt, A. & Co.... 116
Brinton Carpet Co.. 119
Brock, W. R. & Co., Ltd., Toronto 16

Buyers' Guide 163
Butterick Pub. Co..... 11
Brody & Funt.. 95
Birkin & Co.. 134

Caldwell, Boyd & Co.. 135
Canadian Converters Co.
"Success Collars" 157
"Success Overalls" 8
"Black Prince Shirts" 9
"Blackeye Undershirts".. .. 89
Chipman-Holton Knitting Co.. 38
Corticelli Silk Co.. 7
"Craftana" 123
Cravenette Co. 161
Clatworth & Son.. 41
Code, E. H.. 110
Cash, J. & J. Co., Ltd. 27-159
Canada Cloak Co.. 89
Canada Label & Webbing Co.. 110
Canadian Consolidated Rubber Co. 93-141
Consolidated Cloak Co. 79
Consolidated Rubber Co. 143
Crystal Sealing Co., The.. 43
Corliss, Coon & Co. 151

Debenhams (Canada) Ltd... 3
Dominion Textile Co 132-133
Deacon Shirt Co. 159
Delfosse & Co... 43
Diamond Whitewear Co... 73
Defriez & Woodman 25
Dominion Office & Storefitting Co. 41
Daniels, F. C. Co... 28
Dale & Pearsall 37
Druckerman, L & M... 117
Dominion Oilcloth Co... 121

Eagle Knitting Co... 121
Eclipse Whitewear Co... 81
Ernest Ekstein 30
Ellis Underwear Co... 113
Emeness Co., The... 83
Fairbairn, R. D. & Co..... 75
Fashion Waist & Whitewear Co... 101
Galt Art Metal Co..... 138
Galt Knitting Co... 112
Gardiner, Foley & Co... 98
Gault Bros. & Co., Ltd... 5
Gipe Carrier Co... 41
Greenshields... 128
Grand Rapids Show Case Co... ... 69
Gnaedinger, L. & Son... 127
Grant & Co. 105
Goderich Knitting Co... 114
Gordon, John & Co... .....
Inside back cover

Hall, Borchert Co... 37
Hanson, G. F... 138
Henderson, Robt... 114
Hermsdorf, Louis 54
Home & Watts 99
Horrockses, Crewsden & Co. 24
Hymans, Jas. 155

Irving Umbrella Co... 26
Independent Cloak Co... 97
Imperial Mfg. Co. 169

Jaeger, Dr... 125
Jackson Mfg. Co. 159
Jason Hoisery Co 120
"Jay Finish" Underwear 118
Jones Bros. 147

King, John & Son 130
Kirk, Sam 153
Koester School, The 37
King, The Geo. H., Co... ... .125
Kleinert Rubber Co. 109

Ladies' Wear, Ltd... 21
Law, Russel & Co... 6
Livingston & Scott... 96
Liddell's Linens 114
Lambert, P. W. & Co... 114
Leonard, S. & Sons 115
Luxfer Prism Co... 39
Livinstone, Geo. ("Austrian Collars")... 161
Lace Goods Co., The Ltd... .....42, 43
Leuman, Boesch & Co... 112-113
Ladies' Novelty Mfg. Co., The... 97

McCall & Co. 11
Macdonald, John & Co., Ltd.
Outside back cover

Matthews, Towers & Co. 136
Metallic Roofing Co., Ltd. 138
Monarch Knitting Co., Ltd. 111
Morall, Abel & Co., Ltd. 12
Moulton Mfg. Co. 37
Millinery Commissioners, Ltd... 49
Novel Ti Co. 153

National Cash Register Co. 15
Nisbet & Auld 129
Novi-Modi 91
National Rubber Co., The of Canada 100
Novel-Ti Co. 153
"Old Bleach" Linens 12
Ontario Button Co., The, ... 26
Palmer, J. & Sons 39
Parker, R. & Co. Inside front cover
Parsons & Parsons, Canadian Co. 151
Perrin Freres 53
Penman's Ltd... 117
Palmenberg's, J. R. Sons... 39
Phoenix Hair Goods Co... 105
Pullan, M. & Sons... 79
Peerless Overall Co... 102
Princess Mfg. Co., Ltd 87
Princess Garment Co... 101

Rochester Button Co. 55
Rosenwald Bros. 115
Ryan, Robt., & Co. 25
Reid, A. T., Ltd. 145
Rumpp, C. F., & Sons 108

Schloss, Louis 109
Schofield Woolen Co. 123
Sword Neckwear Co. 141
Syndicate Cut Co. 138
Stauntons, Ltd. 135
Singer, A. T. & Co. 118
Star Whitewear Mfg. Co., The.. 77
Silks Co., The 27, 139
Scott & West 123
Sterling Lace & Novelty Co..... 24
Sanderson's, Ltd. 27
Swift, Copland & Co. 127
Semi-Ready Co. 137
Technical Books 123
Toronto Brass Mfg. Co. 39
Tranter, The G. A. Co. 138
Tuck, Raphael, & Sons 11
Turnbull, C. Co., of Galt 116
Tooke Bros. 170

Veit, Otto, T. E. 122
Veit, Ernest 138
Victoriaville Furniture Co., The. 125

Weber, Fred., W. & Co. 138
Western Assurance Co. 69
Weyerstall, A. & Co. 115
Wilkins, Robt., Co. Inside front cover
Wrinch, McLaren & Co. 106
Waterhouse, Thos. & Co. 112
Wallace & Wallace 115
Western Leather Goods Co. 41
Worralls 13
Williams, Greene & Rome 29
Westwood, C. H. & Co 109
Winters, J. H., & Co..... 77
Wreyford & Co. 61

Zimmerman Mfg. Co. 159

CONTENTS

Departments:
Art of Display.. 35
Dress Goods.. 128
Dress Accessories 20
Editorial.. 17
Furs.. 126
Fancy Goods.. 104
Good Advertising 44
Hints to Buyers 134
Housefurnishings 118

How Customers are Lost or Won 10
Knit Goods 50
Men's Wear Review.. 137
Millinery 48
Paris Letter.. 80
Ready to Wear Garments.. 72
Special Articles:
Artistic Show Cards 47
Death of Jas. A. Ogilvy.. 124

Fashion Display at Horse Show 102
How a Store's Anniversary Was Made Attractive.. 67
Improved Garment Department.. 96
Motor Car in Modern Merchandising.. 14
No Harem Skirts on Boardwalk 90
Scientific Principles in Exclusive Salon 92

THE MEN'S WEAR REVIEW.

Vol. I—No. 3 | Office of Publication, 143-149 University Avenue, Toronto | May 1, 1911

"Semi-ready" Tailoring

Is our registered and common law Trade Mark and cannot be rightfully applied except to Clothes of our own manufacture.

Where a merchant is desirous of securing clothes of sound reputation, tailored by experts, and designed with that distinction which marks the well-bred man, we have what we know will suit his wishes.

Our wholesale prices start as low as $10.

We sell to only one merchant in a town, and we give an exclusive territory free of all restrictions, judging solely that our customers will present our clothes with our best ideals intact.

If you wish to keep in touch with our progress we will send you our Style Book and other business literature, with a copy of our weekly paper, the Semi-ready Special. It's bright and it's free.



Our Special Order Outfit opens the way to a Wanamaker Business in your town.

SEMI-READY, LIMITED

MAKERS OF SEMI-READY TAILORING

472 Guy Street, Montreal.

C. H. NELSON
President

C. P. CREAMER
Man. Director

See Our Samples

WE ARE FULLY STOCKED
FOR THE

HOT WEATHER TRADE

Fancy Half Hose
Outing Shirts
Bathing Suits
Loose Fitting Underwear
Soft Collars

EVERYTHING YOU NEED IN

MEN'S FURNISHINGS

SPECIAL ATTENTION GIVEN TO
LETTER ORDERS

MATTHEWS, TOWERS & CO.

MONTREAL, QUE.

MEN'S CLOTHING AND FURNISHINGS

The New Clothing Styles

Typical Bond Street Fashions in Men's Wear—Details as to Lines and General Effect Described—Garments For Motor Wear

Nearly all the most pronounced changes in styles for fall in "ultra"" fashionable circles follow along "English" lines. Designers and cutters in high class tailoring establishments will derive their inspiration from English cut garments and adapted London styles.

Authorities on exclusive custom tailored lines predict that typical English "Bond Street" and "Strand" styles will predominate for Fall in Canadian shops. So-called American styles have long prevailed, and tend more and more to faddish extremes. Distinct English styles have become popular. Other conditions, however, such as court festivities, influence this tendency.

American fashion plates, too, show interpretations of English cut garments adapted to American demands. Changes will not show so markedly as in higher-class Canadian fashion centres. Styles will be decidedly English.

Different tailors have just as many ideas about exclusiveness, but are decided on certain style features. Some changes will be made owing to deportment of customers and suggested by cutters to conform with height or outline. Different garments in a man's wardrobe will show mainly the following lines.

Frocks will not have any change, except possibly in fullness of drapery to conform with general outline. Quite a number of innovations are seen in "cut away" 3-button frock suits. Accessories worn with these garments include spats, bowler, etc., and only one criticism is in possible effects being too typically English throughout. These suits are being adapted to a great extent at the present time in novelty cloths for dressy business or street wear. High class tailors say "cut-away" garments will become decidedly popular for Fall, especially with particular men.



Clothing and Furnishing Window Showing Suits, Samples and Exclusive Lengths. Also Hats, Gloves and Handkerchiefs. A Made-to-Order Department Display by Warren Andrews, The Anderson Co., Limited, St. Thomas.

In sack suits no extreme lines will be shown. Shoulders will be natural width or somewhat narrower than present styles. Closer lines will be seen throughout all the garments of the suit. Coats will be shorter, and may show a certain amount of drapery, judged by fitters to suit the figure of individual customers. Trousers will not be extremely full, but neat in appearance, and average measurements will show 19-21 in. knee and 16½ in. bottoms. Vests will more than unlikely button fairly high, with one button showing.

Overcoats will be equally popular in Chesterfield and Ulster lengths, similar in outline to last Fall lines. Check back cloths will take well in both

styles, as they are also introduced in Chesterfield lengths. This will be a welcome change on account of no lining being required.

Lines will be similar, and any changes in drapery or fullness will follow the discretion of cutters or designers. Trimmings on ulsters will be about the same as last season, and this also holds regarding collars, straps and cuffs, except in case of shawl collar garments.

Influence of the Auto

Style in outing garments has been affected to a great extent by automobiles, and consequently high class tailors have many opportunities for suggesting or offering innovations of this kind for Fall wear. Usually men with a car demand some individuality in style, and although rain coats and motor coats are seen to be worn by many on account of utility, several exceedingly "classy" or more dressy coats are made by expert tailors, who display style both in tailoring outline and effect. It is not necessary to adopt extreme cloth colors or fashion designs.

New styles in automobile coats seen are slightly shaped and finished at the sides by two small belts from front to back pleats. These coats are extremely full, and unusual seams are introduced in carrying out two deep inverted pleats, front and back. For a man at the wheel this fullness gives sufficient play, as well as protection. Five-button single-breasted styles button through show rounded or Prussian collars. Sleeves are finished with straps and storm cuffs. Although many other styles will be seen, general outlines, as described, are bound to become popular in different models.

For Fall, merchants state that the outlook is for increased business on exclusive and high-class garments, with tailored distinction. Orders have been fairly well placed on suitable novelty cloths. Brighter colors have been placed in which browns and grays combined with coronation colors, especially introducing purples, lead. Easter business has been good, and with warmer weather influences, tailors are looking for a prolonged season which will make up for any slowness experienced earlier in the year. Merchants are anticipating unusual Fall results.

Neat Shirting Patterns

Stripes Will Predominate for Fall, but Graduated Effects and Floral and Wide Stripe Designs are Shown—The Short Pleated Bosom.

While strikes of all kinds still predominate the shirt market, there are shown some very neat patterns for Fall which depart from that popular vogue. In some cases the changes take the form of a figure and stripe combination, while in others there is no figure, but the lines run in key, oval and square chain designs or in other effects more fanciful than usual. Some of these designs are graduated so that larger patterns come approximately in the centre of the bosom. This is a feature which should take well. Some authorities predict that the Fall season will be followed by a strong run on figured materials for Spring.

It is evident that the recent shirt style innovations are going to have a good effect upon the season's trade. Soft, lounge collars, of the better grade, are being well received in many quarters, and it has naturally caused an improvement in the demand for good quality negligee shirts. The double cuff idea is also being well received.

It is not surprising to find coronation novelties in the market for whatever spasmodic trade that event may promote. Patterns seem to be confined to various brown and stripe combinations.

Among lines that are being prepared for Fall delivery, a shorter pleated bosom is being featured. The advantage of this is that when worn under the vest the pleats do not catch under the band of the trousers and cause outward bulging.

An authority discussing the Fall style outlook and present demand states: "Stripes will as heretofore predominate, grounds being covered with fine stripes in shades black, blue, helio and gray. A few floral and vine stripe designs are being shown with an endeavor to bring in figures. Small figured designs in New York have not been successful as they are showing very large figures. Laundered collars to match the shirts are the correct thing for Fall. For midsummer, the lounge collar in solid shades and in cloths to match the shirt will be used very extensively."



New pleated bosom shirt for Fall, showing novel graduated pattern. Bosom slightly shorter, so that when worn under vest will not catch in trouser band and bulge These shirts are made in wide variety of patterns and shades. Shown by Tooke Bros., Limited, Montreal.

One of the imported novelties is shown a pleated shield front which is so constructed as to retain the ease and comfort of the pleated negligee. Others show fronts and cuffs with patterns but bodies plain.

Reports from some localities would indicate that Spring sorting season has been affected considerably by the backward weather. There is great confidence in the new lines, however, and it is expected that the season will steadily fill out to a good average.

The Lyons Tailoring Co., Hamilton, are enlarging their premises. The building, as remodeled, will have a depth of 156 feet, and will be four storeys high. The Lyons Tailoring Company started business 12 years ago, and the best evidence of their progress is the fact that they will now employ between 150 and 200 hands.

WASH TUBULARS

Five Ranges, Eight Color Combinations

Boxed Half-dozen Each Color

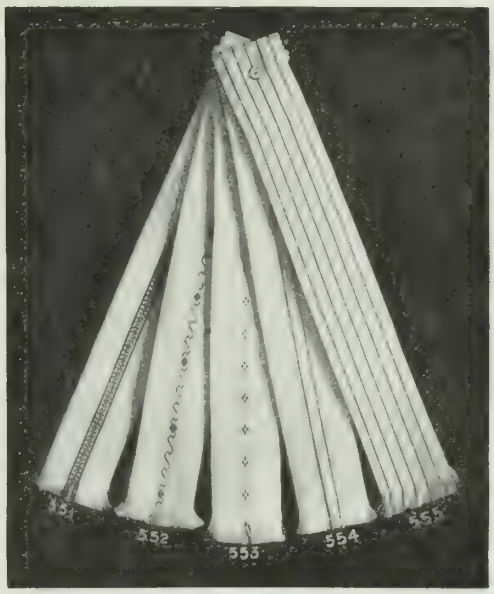
Ground

FINE MATTI

WEAVE,

HIGHLY

MERCERIZED



(1¾ x 46 inches)

Design Colors.

Black
Helio
Alice
Plum
Purple
Quaker
Myrtle
Royal

On White Ground

PRICE---$2.25 per dozen, usual discount, or $24.00 per gross net 30 days.

NOTE---The above designs are exclusive, being made specially to our order.

The Sword Neckwear Co., Limited

TORONTO : : : : CANADA

Good Values in Neckwear

Steady Run on Better Grades—The New Tubulars Promise Well—Roman and Persian Stripes Appearing – Gold Becoming Strong.

It has been an exceptionally good season in men's neckwear. A large amount of business has been in better grades and in the more stylish numbers of the new lines. Reports show that the splendid values featured in the Canadian market have been effective in creating a more continuous demand on higher priced goods throughout the year. Styles and fabric designs at the present time are so cleverly treated by the manufacturers that their proper display is all that is necessary to create desire on the part of the customer. It is evident that merchants as well as manufacturers are thoroughly conversant with the psychological moment in the life of desirable lines. In short, good things are now seldom done to death, and the great variety is worked out to a degree that is based entirely upon accurate knowledge of the market requirements. The men's neckwear trade has therefore developed steadily in the right direction and domestic values certainly lose nothing by comparison.

Wash ties are now coming to the front and tubular are certainly going to take strong position. They are made up in very attractive form with narrow, regularly spaced and central panel stripe effects leading. These stripes and panels on Oxford or other grounds represent a style that is decidedly in keeping with the neat silk designs shown during the past season and it is safe to say that they will have strong demand. These ties are in narrow widths most suitable for the close-fitting collar.

By postponing display of a choice line of wash ties until the weather suggests their suitability, the skilful men's wear dealer should be able to work both his silk and his wash sections to good advantage. The vogue of the soft lounge collar should give a marked impetus to the wash goods demand.

So far as silk neckwear is concerned there is not a great deal to be said. There is a growing enquiry for stripes of the Roman order combining such colors as red, green, gold and black and some houses are featuring so-called Persian stripes and thus bright color touches on dark solid grounds are being introduced. Crossbars, panels and bias stripes are all well thought of at the present time. As the season advances the tendency is toward narrow shapes.

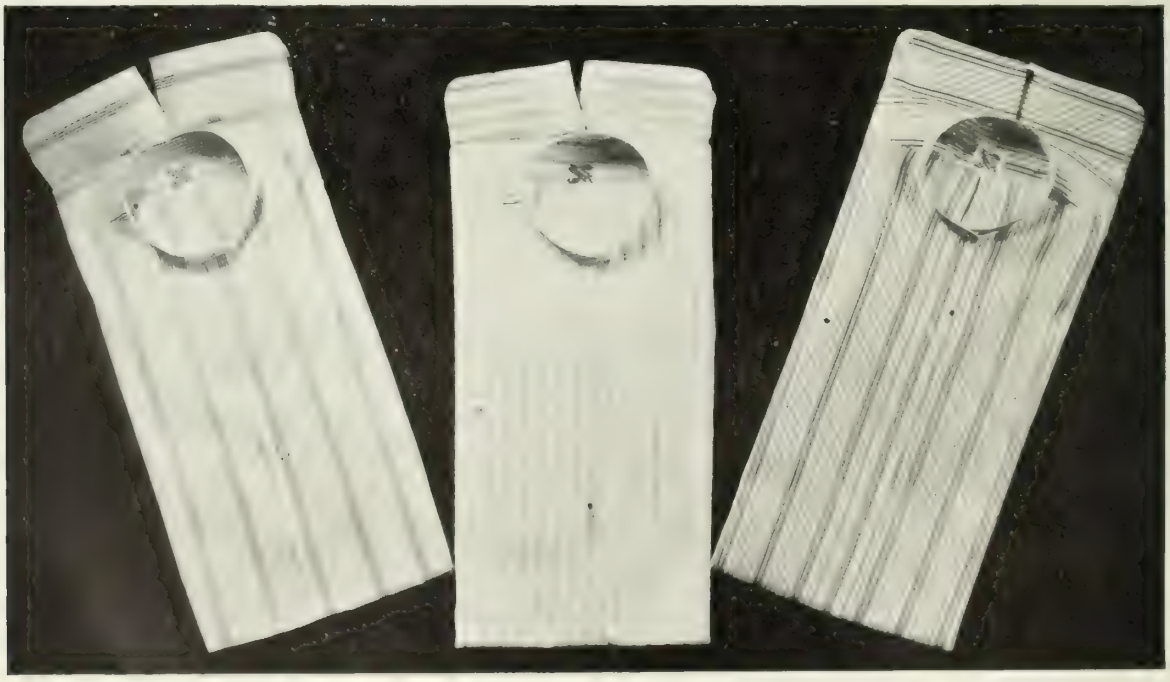
Buyers returning from abroad report that in London there is still a strong favor shown for black and white effects. King's blue, bright greens, tans, and in fact the colors most liked in the fabrics for ladies' gowns are being featured in men's neckwear. Browns are increasing in popularity, and the latest novelties show a great liking for gold used either in very narrow stripe combinations or in the wider club patterns. To the approaching coronation is attributed the popularity of many of those colors which in some shape or form may be associated with royal raiment or coats-of-arms.

There has recently developed quite an enquiry for all-silk knitted neckwear of the high priced order, but showing nothing decidedly new in weave.

The outlook for Fall is good, and it is expected that strong business will still be done on close stripes. Manufacturers who have returned from European silk centres state that they have a particularly fine assortment of materials for the holiday trade.

Motor Coats and Waterproofs.

Paramettas in both double and single texture figure largely in the manufacture of men's waterproofs and motor coats for the coming season. Whilst these in the past have come much within the range of imported goods, such conditions are destined to change materially as time goes on. Since Canadian rubber manufacturers are now placing several lines of such goods on the market, and while many grades of material will be utilized and placed before the pub-



Three Fall shirt designs shown by John Forsyth & Co., Berlin. The middle shirt illustrates the short stiff bosom style, which is coming into favor. White and blue stripes are strongly featured in these designs.

MEN'S RAINCOATS

For Your Particular Customers



The "DEFIANCE"

OUR stock comprises the most complete range of Men's Raincoats ever shown in Canada. Made of best materials that hold their shape.

For wet or fine weather. They always have that smart appearance, because they are made right, fit right and look right.

We are specializing in auto coats. Our Defiance is a very popular line.

Drop us a card to-day and tell us your wants in this line. If it is new, we have it.

Canadian Consolidated Rubber Co., Limited

Executive Offices : : MONTREAL, P.Q.

BRANCH OFFICES:

Halifax, N.S.; St. John, N.B.; Quebec, P.Q.; Montreal, P.Q.; Ottawa, Ont.; Toronto, Ont.; London, Ont.: Brantford, Ont.; Winnipeg, Man.; Regina, Sask.; Saskatoon, Sask,; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.; Victoria, B.C.

lic, it is estimated that the finer grades will prove the most satisfactory sellers.

Some of the double texture parametta cloths are quite heavy, while hot weather dust coats have a fine silky outer surface, but are so rubberized within as to make them thoroughly waterproof should the wearer be caught unawares in a shower. They are shown in all the lighter, dust-resisting tones of grey, grey-green and fawn, either in the plain shades or in broad invisible stripes, the rubber side of the single texture being printed in fine patterned stripes of contrasting shades.

The motor coats for the most part are full-cut, with the talma, or vertically slit pockets and turn-down Prussian collar, and are triple fronted, buttoning first straight down the centre, with a very broad front panel fastening down the side from the shoulder.

The regular rainproof coats are either single-breasted or double-breasted, only a very few being made to buton with a fly. Prussian or college collar are the favorites, and on these either the square or talma pockets are used, one being favored about equally with the other. Storm cuffs are a feature of these new garments, when such are required. They are inner cuffs, either snugly fitting, or gathered closely about the hand and held with a socket fastener, and have been designed chiefly for driving purposes, to prevent the rain getting down the sleeve.

The stock sizes are all long, measuring from fifty to fifty-two inches.

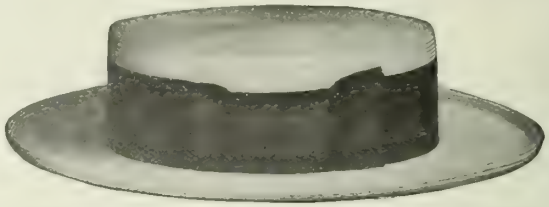
New Hats Well Received

Good Business in the Smart Dressy Felt Shapes for Spring—Cap Styles on Rational Basis—Will Coronation Affect Silks.

The Spring hat season has brought a fairly large demand for the new telescopes with pencil brim, wide band and reasonable crown height. The colors most in favor are the light and dark steel and pearl and the cedar shades of brown. Smart trooper shapes have also figured well in the running. The new derbies with low crown and wider brim than usual represent a change in style which appears to have been welcome, although the extreme shapes are not being very seriously considered. This is, of course, characteristic of the Canadian trade. It is difficult to gauge the extent of trade by one single style, however, and in cities where the college youth has his being, the small dressy shapes are in good demand. Boys' soft hats on the telescope order with snap brims and in fact all of the smart shapes in crush hats have been well taken.

The straw hat season will soon be opening up and the opinion is expressed that shapes with fairly wide brims and pencil curl, the effect being that of the telescope but with crowns plain, will take a good position as they represent what would seem to be an acceptable departure from the ordinary. There will be a good run on snap brim straws of the panama class for young men and boys. In fact some of the season's panamas are decidedly natty, following as they do the lines of the smart felt shapes. This change should increase the scope of panama and other soft straw sales. The opening of the outing and recreation season should create a lusty demand for the new golf caps in latest worsted and tweed patterns. Any changes in cap styles that have recently been introduced have been of a sensible character and the retailer has not been overcrowded with short-lived fads which leave him in doubt as to his placing. This is a danger that should be guarded against by the cap trade. At present, business is being conducted on a fairly rational, rather than a speculative, style basis which by no means deprives the retailer of smart, salable lines, but gives him confidence in his market. This is the result of close study of Canadian demand and appreciation of its limitations.

A large United States manufacturer, deploring the fact that the rapid changes in women's millinery



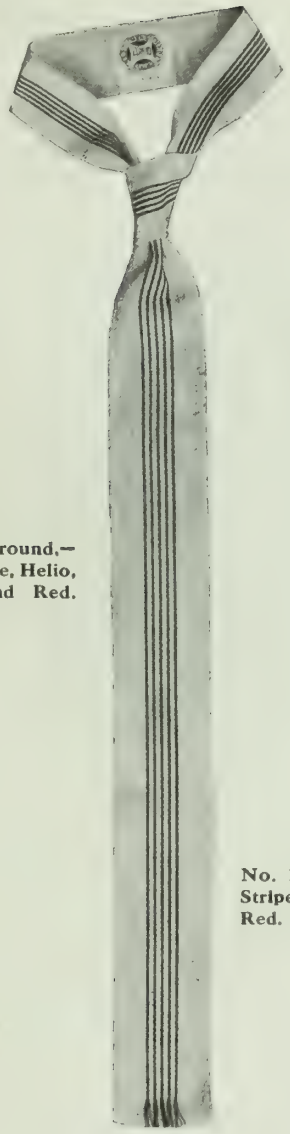
Straw hat with fine pencil curl brim, similar to new telescope, only plain crown. Made in split and Mackinaw braids Shown by Fried Grills & Co., Toronto

were gradually becoming apparent in the men's headwear demand, had this to say with regard to conditions on the other side of the line:—

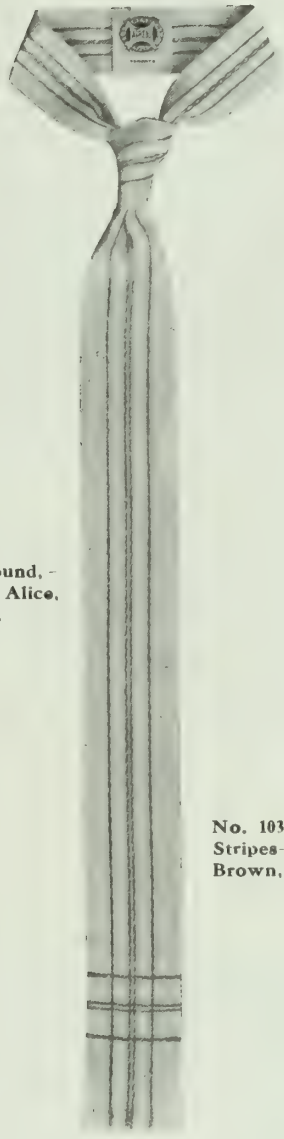
"It is not so long ago that a golf cap line meant a line of golf caps, and consisted of a medium block with a neat silk lining. It was shown in a large variety of modish fabrics and a retailer could safely place his order, approximately, for the number of dozen fancies he expected to use in the season, and so many dozen serges. If for some reason or other his sales force did not succeed in clearing up the stock during that season, what was left was worth 100 cents on the dollar for the next season. Not so to-day. A year ago the gol cap fitted closely to the head. There was a small, round front on it, and some of the 'Bulldog' shapes sold could have been cut from one yard of goods to the dozen. This was a fad for a very few months. They were all sold with silk linings. Within three months a run was started on a long, fairly good-sized golf, lined, carrying a 2½-inch vizor, bent almost in half, and made a freakish cap. They sold for awhile. Following this there were two or three more distinct styles and changes in the golf line, until to-day, just a year since the 'Bulldog,' we and all other manufacturers are doing a large percentage of the business on an extreme full-crown golf, with a large, square front, a cap taking over 2¼ yards to the dozen.

"A merchant can no longer buy his golf caps for a season and be safe. He may select in April a big shape, and by October, when he gets them in, finds the demand existing for small shapes. To-day the best merchants are ordering their golfs made taped for Fall and Winter and with leather sweats, so that the merchant who finds a few dozen left on his shelf of last season's block with linings in them might as well consign them to the junk pile. This surely is a bad state of affairs for the retailers and no better for the manufacturers, as it simply forces the retailer to hold back his order until very late in the season for fear the style will change. We hear a great deal of the advisability of a merchant cleaning up his stock every season. But how can he possibly do it when early in the season he buys possibly twenty dozen of the best selling style the manufacturer

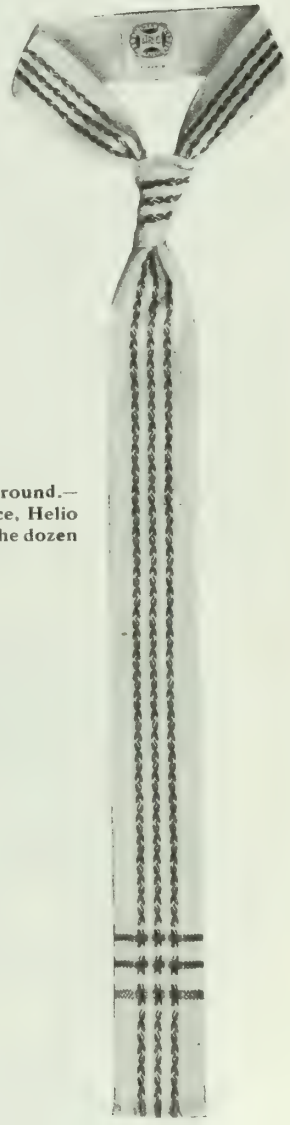
WE illustrate here three novelties in tubular washable four-in-hands. No other style gives the service and satisfaction for wash neckwear as do tubular cravats. These designs are original and exclusive with us.



No. 101, White Ground,—Stripes—Black, Alice, Helio, Brown, Navy, and Red. $2.25 the dozen.



No. 102, White Ground,—Stripes—Black, Helio, Alice, Red. $2.25 the dozen.



No. 103, White Ground.—Stripes—Black Alice, Helio Brown, Red. $2.25 the dozen

Send us an open order, stating style numbers and colors, before these trade-winners are gone.

A. T. REID & CO., Ltd.

TORONTO

Plain Shades in Silk Neckwear are What is Wanted

REID'S REAL BENGALINE	REID'S SILK REPS	REID'S SILK BARATHEA
25 Shades	15 Shades	20 Shades

offers, and three months later is confronted with a new freak shape in his neighbor's window? This idea should be stopped. We can make new styles every season, and of course show all the new fabrics, shades and colors, but let us at least adhere to a safe and sane policy as regards style. We need not necessarily run the same shape for years, but we should try to protect the retail merchant from loss by not running in a new freak shape every three months. If we do not do this the time will surely come when it will be extremely difficult for the salesman on the road to book future orders."

In hats, as in almost every other department of men's wear, the coronation is likely to have some style influence. The silk hat will undoubtedly be brought into greater prominence in the trade in England, although it cannot be said to what extent the Canadian demand will be affected. Some authorities say that there will be no perceptible change, while others, who cater to the exclusive, high-class trade, declare that the silk hat will take a place in the demand that it never knew before. They point out that in England there are many occasions on which the silk hat is considered an essential of correct dress, while in Canada men ignore it if they can possibly get along without it. The coronation vogue is likely to cure this sartorial shortcoming to a great extent. The Hatters' Gazette quotes the "Coronation orders" and interprets their significance to the hat trade as follows—

"Coronation Orders. — Gentlemen: Uniform or Court dress, or, if preferred, morning dress with black frock coats.—The foregoing intimation from the Earl Marshall to the Speaker of the House of Commons regarding the regulations as to the dress of the members attending the Coronation in Westminster Abbey is fraught with vital importance to the hatting industry of this country. Although not dealing directly with hats, yet all who know anything of the natural sequence of one part of man's attire to the other will immediately perceive that a tremendous impetus will be given to the sale of silks from the above-quoted announcement.

"It practically amounts to very little less than a Royal recognition of the silk hat. It is but a short time since the attendance at any Court ceremony necessitated the wearing either of a uniform with military headdress or the Court dress with the usual cocked hat. This order is now obsolete, and the frock coat has replaced the formal dress, if preferred by the wearer."

Promising Outlook for Boys' Wear.

It is anticipated that the present season will be a record one in all lines of small boys' wear. Stocks of the lighter weights are now being opened up and the enquiry for garments built on neat, not-over-conservative lines is developing nicely. Some demand has been noted for boys' wash suits and this seems to be a department which manufacturers should consider seriously with a view to satisfaction of a certain demand. The great bulk of these goods is now imported. The growth in the children's wear department seems to suggest the wisdom of greater specialization here.

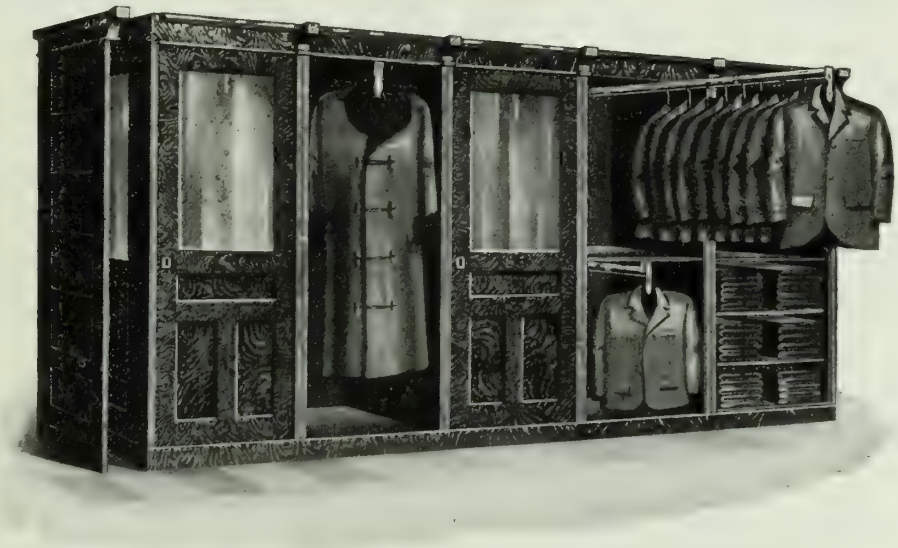
Reefers, Norfolks, Busters and different blouse effects have all been well stocked by farseeing departments. Blues, greys and tans somewhat on the khaki order predominate. The demand to-day shows little encouragement for faddish effects in small boys' wear, and it is likely, therefore, that the coming Fall will show marked favor for orthodox styles in plain fabrics.

Some merchants make a forte of "dollar" gloves, and rightly so. The profit, however, is generally better on the better lines, not forgetting the increased help to turnover and sales. While the suggestion is applicable to every line in the store, gloves, particularly, seem to offer the opportunity for selling better grades. Salespeople properly advised to such effect will offer better makes first, understanding that the advertiser is using "dollar" lines, as a medium for directing business to the glove section.



Hat window by J. A. MacNabb, with L. J. Applegath & Son, Toronto. Background of mirror and cream sateen. This window is a good index to popular styles in men's hats

Build up Your Business by the Jones Unit Wardrobe System



The Jones Wardrobe, Style A and B

THE UNIT WARDROBE.

The only system of storing and displaying clothing that has stood the test of long usage.

The Jones Unit Wardrobe with the Bates system of carriers and hangers, saves the greatest amount of space, stores the most garments, and allows a clerk and customer to every size or style carried in stock.

Made in Double Deck, Style A, or Single Deck, Style B, to be placed against the wall ; or Single Deck, Style C, for centre of floor.

Built in Units, so that one or more sections can be purchased at one time, and be added to as your business increases, which is certain with this system



The Jones Wardrobe, Style C.

SEND FOR CATALOGUE D.

JONES BROS. & CO., LIMITED,

Wardrobe Builders,

29-31 Adelaide Street West, TORONTO, ONT.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.



It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

Coronation is the Trimmer's Opportunity

Many Effective Trims Possible for the Men's Wear Store and Department — Suggestion Employing the Coat-of-Arms With Good Effect And At No Very Great Expense — Firms That Are Bound to Attract Attention

By H. J. Rutherford, Koester School.

WHAT an opportunity for the Canadian window trimmer to make much of in the window displays, because no event in a nation's history causes more world wide comment than this one; and perhaps none has a greater effect on dress. Preceding this occasion, note how the royal colors are brought to the front in many articles and lines of wearing apparel for both men and women. Therefore, the decorator who directs attention to the event with some appropriate decoration in the show windows, no matter where located (for this event is recognized around the world) will get the attention of the public to the windows, and he will be looked upon as up-to-date.

Our sketch is intended to help in this direction. In building, it can be carried out simple or elaborate as the appropriation and the standing of the store permits.

The center piece, the coat of arms of the United Kingdom, is posed to extend two feet above the line of background. If expense is not regarded, this can be molded out of papier mache. It should be tinted as follows: The lion, natural tan and brown; the unicorn, grey, blending into white, with black mane, tail and hoofs.

The crown and chain on the unicorn, also the crown on the lion, and border of the belt, the inscription on it, and the figures on the escutcheon in the center are gilded and the colors back of this should be true to detail as in the national coat of arms.

A simple and less expensive way is to cut this out of beaver board or compo board and tint, to bring out the lines and shades; posed at each side are shields containing bas reliefs or litho pictures of the king and queen. A ribbon sign mounted above contains their names. This ribbon continues down below the coat of arms, forming a connection with the figures at the sides and serves admirably as an announcement of the intent of this special display.

Flanking the shields at both sides are thick clustered sprays of foliage associated with the several countries in the Kingdom. The thistle for Scotland; the shamrock for Ireland; and the rose for the Mother Country. If the window is sufficiently lighted and the street is wide enough to overcome reflections from across the way, a dark background of royal blue, purple or red would be appropriate to back this, if not pose ahead of a white background or mirrors.

Neat Effects in Fancy Vestings.

While the early Spring season brought a fair demand for fancy ready-to-wear vests, the aggregate business in these lines is reported in some quarters to have fallen off. One dealer ascribes this to the frequent changes in style of men's clothing and the fact that the average man is going in for a suit each season instead of one a year which was largely the case formerly. He therefore is inclined to ignore the fancy vest to a certain extent. However, the very neat patterns shown are no doubt accountable for the present demand. Grey and white, grey and black, worked out in fine stripes, seem to be strong favorites and, in fact, anything grey or that conforms with the vogue for quiet colorings is good. Some champagne shades have also been taken in light fabrics. A Coronation novelty takes the form of a plain ground with diminutive gold crown. This was shown in a very exclusive shop and not likely to become a feature of the trade. Where patterns are shown on plain grounds such as this, they are very small and suggest no departure from the preference for inconspicuous lines.



Coronation background, making effective use of Coat-of-arms.



Corliss-Coon

Soft Collars

Complete lines at $2.00 and $1.10 the dozen
White and Colors.

Sizes 12 to 16½.

Round and Square point styles.
Packed in individual paper envelopes.

Name of Collar	Material
RUNABOUT	White Luxury Silk
HARVARD	White Pique
YALE	White Luxury Silk
COLUMBIA	White Poplin
CORNELL	White Mesh Weave
AMHERST	White Stripe Madras
UNIVERSITY	4 Colors Luxury Silk
SPECIAL A	White Luxury Silk
SPECIAL B	4 Colors Luxury Silk

All styles boxed in solid colors to the dozen

UNIVERSITY made in the following colors:
Slate, Tan, Lavender, Blue.

SPECIAL B made in the following colors:
Slate, Tan, Cream, Blue.

Samples promptly submitted upon request.

Corliss, Coon & Co.,

Makers of "Better Collars"

New York, Chicago, Boston, Baltimore, St. Louis
Factories and Laundries: Troy and Cohoes, N.Y.

ESTABLISHED 1838 SEVENTY-THIRD YEAR

K K

You will sell more

Linen Waterproof Collars than you ever thought possible when you put in that assortment of

KANT KRACK COLLARS

Every Kant Krack Collar you sell helps to sell more because it is the one collar that will give satisfactory service.

It is very pliable—conforms easily to every movement of the wearer's neck.

See the illustration—note the patented flexible lips that relieve the strain on the front fold.



Patented Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements

Note also the patented slit in the back—which prevents the collar button pressing hard on the wearer's neck.

There is an excellent profit for you on Kant Krack Collars—so be sure you see the samples when the Kant Krack salesman comes along, or write for sample collars before placing order

THE
Parsons & Parsons
CANADIAN CO.
Hamilton, : : Ontario

K K

How Would You Reply to this Customer?



Customer—I have never paid that much for a neck-tie. I'm afraid you're too high-class for me. A cheap tie wears just as long as a dear one. I hardly think I'll buy anything to-day.

HERE is a case where a customer has either misunderstood the merchant's emphasis on the words "high-class," or the salesman has failed to size up the customer correctly.

This customer had entered the store with the fixed intention of buying a cheaper article than that shown him. Probably he had never spent more than 25 cents for a neck-tie.

The salesman, in keeping with the standing of the store had immediately shown him values beyond his customary price limit.

There are people who become difficult when confronted too suddenly with the term "high-class." They have to be brought along gradually. A skillful salesman could probably induce this man to take a better article and convince him that he had gone to the right store to buy his neckwear.

How would you handle this situation?

For the three best answers, the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

YOU ARE RIGHT—

When it comes to Men's Neckties, only—if your stock includes a full assortment of colors in "N. T. VELVO."

"N. T. VELVO" Is Guaranteed

as the strongest and the toughest cravatting made. It is pin-proof and non-crushable.

Therefore see that "N. T. VELVO" is on every scarf,
And
Accept
No other
As
Just as
Good,

For "N. T. VELVO" has no equal.

Eighteen Parisian Colors
Sold in three styles:—

No. 368. Large Imperial, modelled to tie in small knot for close fitting and fold collars. Price $6.50, less 10%.

No. 376. Four-in-hand, 1½ x 48. Price $4.50, less 10%.

No. 383. Batwing tie, 2-inch. Price $4.50, less 10%.

ORDER TO-DAY

NOVEL-TI, LIMITED
PETERBOROUGH, CANADA

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

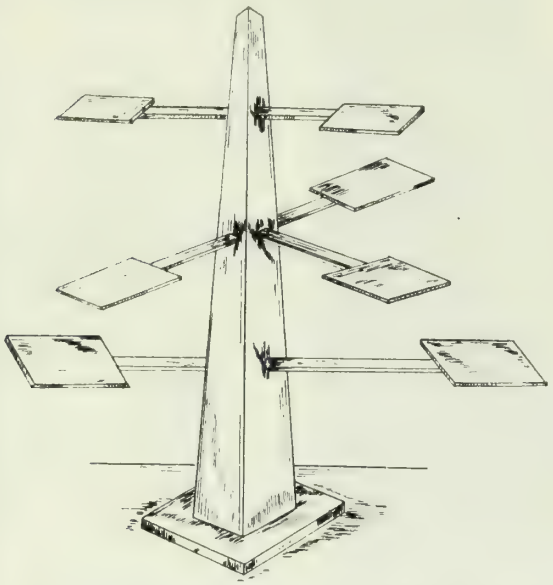
THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street || **BRADFORD**

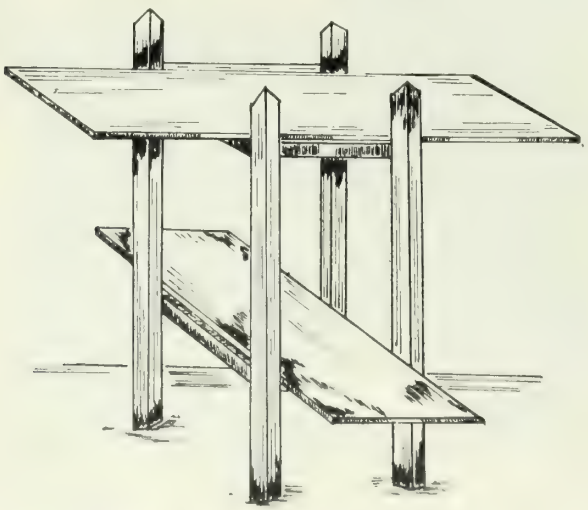
Stands That are Easily Made

Four Useful Fixtures for Displaying Men's Wear — An Adjustable Pyramid Fixture — A Unit Table.

Four new stands, which are used as a means of quick display by trimmers who suggested them are illustrated. Any one of these stands can be quickly made and used to display almost every line in a men's wear or dry goods store. They can also be made by any trimmer and the ideas involved may be introduced in connection with other display fixtures already used in the decorator's department. The "pyramid" and "table" are generally finished in mission or mahogany to conform with backgrounds.

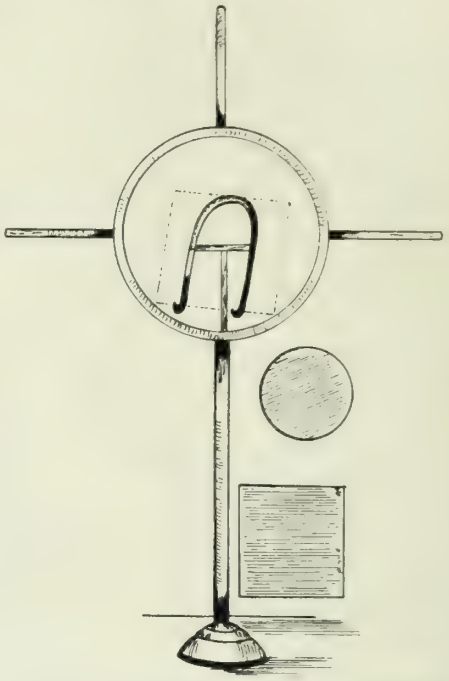


No. 1.—Pyramid fixture used for assembling different displays. Arms and squares are adjustable. Used by H. Robinson, R. McKay & Co., Hamilton.



2.—Table stand with adjustable panels used in men's wear unit display. Also suitable as a sale table. Seen in "The Apparel Centre," Hamilton.

Stand No. 1 or pyramid fixture enables trimmers to assemble blouse forms or accessories in a manner that will fill an ordinary window. It is usually about five feet high and the arms, owing to their length, are adjustable to any position desired by the trimmer. Small squares, about 6 x 9 inches, are also adjustable to any distance along each arm projection. If glass plates are used, notions, neckwear, gloves and accessories can be quickly assembled. An easy parasol display is at once suggested. This stand is used by H. Robinson, with R. McKay & Co., Hamilton.



4.—⅜ inch and 1¼ inch brass rod and adjustable to any angle in centre of circle; by using circle or square boards a good shirt stand is made. Suitable for all kinds of men's furnishings. H. C. McDonald, Murray-Kay, Limited, Toronto.



3.—Made of ⅜ and 1¼ inch brass rod. Suitable for all kinds of accessories. Used by H. C. McDonald, Murray-Kay Co., Ltd., Toronto

No. 2 or table stand is suitable for men's wear units and is about 30 or 36 inches high. Supporting uprights are ½ inches square and about 12 inches apart. Necessarily the centre boards are

Hymo

¶ Sartorial art can accomplish much, but the skill of the best cutter is often frustrated by an ineffective interlining.

¶ Hymo insures smoothness and elegance, as it obviates the tendency of a coat to furrow or cockle and hence every member of the tailoring profession who has experience of its merits bears testimony to the value of this discovery.

¶ Hymo has established the reputation of many a tailoring firm, it is unshrinkable and has no stiffening; when it is used its wearers come again and recommend their friends to visit the establishments which turn out garments that always retain their smart appearance.

GUARANTEED NOT TO CURL

Obtainable from all High-Class Wholesale Houses.

Look for the Trade Mark stamped every five yards on "Hymo" Cloths. None genuine without.

Agents for Canada

GREEFF-BREDT & CO.

60-62 FRONT STREET TORONTO

Sole Manufacturer

James Hymans

(Wholesale Only)

8 and 10 Crescent Minories, London, England

SAMPLES ON REQUEST

about 10 x 36 inches to maintain a right appearance or balance. There are many display uses for this stand, and it can be pressed into service occasionally as a "sale" table. It is used in "the apparel centre," Hamilton.

In stands 3 and 4 similar ideas are shown, and trimmers can make both by using ⅜ and 1¼-inch brass tubing and discarded bases from broken stands. In No. 3 a stand suitable for handbags, belts, gloves, etc., is made by inserting 3 of the smaller tubes which are bent in any desired semi-circular shape into an upright. These are soldered in place, as well as a 24 inch cross piece, as shown. They have, however, to be made in different heights in order to gain perspective.

Fixture No. 4 introduces an adjustable fixture in the centre of the circle, which can be used to hold circle or square board shapes for displaying shirts, socks or men's wear. These last two stands are used by H. C. McDonald, with Murray-Kay, Limited.

Extracts from Bright Ads.

You'll like our clothes, because others have.

* * *

We do not presume to dictate. Our styles do.

* * *

Bring in the boys and try on some of the new things.

* * *

Clothes that are a revelation in style and supreme in quality.

* * *

Dress to impress others and express yourself in personality.

* * *

We take care of the quality and the price takes care of itself.

* * *

A man's clothes express just him and should express him justly.

* * *

We want an opportunity to show you the fine points of our tailoring.

* * *

It has been aptly said that, "A gentleman bred dresses his feet before his head."

* * *

Quality, individuality and size—no matter what size or type you are we can fit you.

* * *

Suits that please the eye, fit the form and suit the purse, for men, boys and children.

* * *

If you require a line to withstand the unusual wear of a healthy lad the chance is here.

* * *

Our clothes will be appreciated by men who know stylish, good-fitting garments—the uncommon kind.

Your individuality is preserved throughout even to the extent of buying only a few garments in each patterns—sometimes only one.

* * *

The man of the hour is as particular in every detail of his personal comfort and appearance as he is in the details of his business life.

* * *

Let us assist you in the selection of your Spring and Summer hat. We know you are particular and we will take care to see that you are suited.

* * *

We show new motoring coats of baloon silk (a fabric that repels rain as readily as wind and dust) in styles with and without large sailor collars.

* * *

There is just that little undescribable difference in the character of the clothing sold here that make the men, who wear it distinctive, as good dressers.

* * *

You can spot a man of character at a glance. Our clothes express individual character. They make you think more of yourself when you wear them.

* * *

Distinctive jewelery for gentlemen—neat jewelery marks the man of character and thought—a man who has been in touch with things dignified and real.

* * *

Classy new furnishings for men for summer wear. A rummage through your wardrobe will rereveal many things you need for the coming warm days of summer.

* * *

It is a significant fact that the demand for good clothes is growing every day. People appreciate quality and an intelligent effort is made to meet and serve best these demands.

* * *

New clothes for boys' wear is productive of more heart wrenches than parents think, unless they remember how it used to hurt them to wear the old suit and see their friend in a new suit.

* * *

Sixty years young. Our clothes are specially designed for men, who are younger in spirit than in years. Elderly men of refined tastes and conservative manners appreciate the quiet lines of our garments.

The careful craftsmanship and master tailoring with style, which is built into every garment puts these suits and overcoats head and shoulders above everything else but the individual productions of the best custom tailors.

Those who know good clothing can see it at a glance. These garments have been made for us by the highest class tailors in the land, from our own specially selected cloths. Our written guarantee is given with each sale.



The Canadian Converters Co. Limited.

First Essentials of Successful Retailing

The Percentage of Cost on Total Sales — The Percentage of Profit on Sales — How it Works Out — The Inventory Should Not Have the Benefit of Every Doubt — The Importance of Location

By Howard R Wellington

TWO stores situated in different towns of about equal population may apply entirely different methods and yet the business of each will be successful; in fact, two stores situated in the same town may pursue an entirely different policy and yet each may be equally successful. Stores handling only cheap merchandise have made great successes, while stores in the same place catering to high-class trade have shown large profits.

A small store carrying a very exclusive line of merchandise may pay a larger dividend than a large store doing four or five times the business.

Choose Location Wisely.

Some may say that situation has a great deal to do with it, but the instances are not rare where a store on a side street or away from the main thoroughfare has built up a large and profitable trade, and, in fact, has been the means of inducing other stores to locate in the vicinity.

The successful retailer must above all things have good sound judgment—as to location, and when located it is very necessary to carry the line of goods which people of that location demand. The argument is recently put forth that the retailer can educate his customer to buy what he has to sell, it being understood, of course, that he has a superior article to sell. This may work out in time by using a considerable amount of tact, but if the customer cannot get what she or he asks for repeatedly, the result will be that such a customer will go where it can be obtained.

Your Business Must Grow.

Keep a record of your sales, day by day, week by week, and month by month, and making some allowance for extreme conditions, your business must grow. Nothing pleases a merchant more to see week by week that he is ahead of last year's record, and rightly so, for if he did not go ahead, he would likely go backwards.

The Unprogressive Retailer.

There is no place now for the merchant who is not progressive. It is just as essential for the merchant in the small town as for the city merchant to keep abreast of the times. You must do things a little better than the other fellow in order to induce customers to patronize your store. Service is the keynote of a successful business.

The Cost of Doing Business.

The percentage of cost of doing business on total sales for a period varies from ten to twenty-five per cent. In an ordinary jobbing house, an average of ten per cent. is figured for selling, and in addition to this, the office and warehouse expenses may run as high as eight or ten per cent., bringing the total percentage up to about what it would cost an ordinary retail store to conduct a business.

In a Small Place.

A small country store, when the employer and probably one or two clerks conduct the entire business, the turnover not being very large as compared with a town store, the cost of conducting the business might not run more than ten per cent., the reason being that such items as advertising are dispensed with, small rents are paid, and also small salaries.

In a Large Place.

In large places, rents are higher, items of expensive help, advertising, etc., all tend to make the percentage considerably higher, but naturally the turnover is considerably larger. The average cost, however, is from eighteen to twenty-one per cent. on the total sales.

A merchant should strive to do the largest possible business on the smallest possible capital with the least expense, adding what can be ascertained as a reasonable profit.

How Much to Add for Profit.

No set rate of percentage can be laid down to add to cost of goods in order to arrive at a selling price, which will not only pay expenses, but will leave a nice margin of profit. An average of about thirty-two and one-half per cent. on sales is about the usual rate, or about forty-five to fifty per cent. on cost.

An illustration:—

Annual sales	$ 40,000
Annual expense (on sales)—20%	
Cost of goods on hand at start and purchased	26,000
Cost of goods on hand at finish	6,000
Percentage of profit added (on sales)—30%	
Trading account:—	
Stock (at start) and purchases	$ 26,000
Expenses	8,000
Profit	12,000
	$46,000
Stock (at finish)	$ 6,000
Sales	40,000
	$46,000

The Inventory.

Don't add ten per cent. to your inventory at cost every year. It will not pay to do this, as sooner or later you will come to grief. The practice is not common, but it has been done.

Do not strive to make your business show a splendid year by giving your inventory the benefit of every doubt.

If any goods have been carried over, possibly for two or three years, and are not staple or slow sellers, cut the inventory price down to rock bottom, away below cost, if necessary. Your business will be in a much healthier state, and while you may not feel elated over the profits for the present year, you will benefit later on, and remain in business, when the other fellow, who has been boosting his inventory, is obliged to discontinue his business.

CASH'S

(English Manufacture)

Real Poplin Tubular Neckwear

(Pure Silk and Wool)

made in narrow four-in-hands, also 1½ inch loom shaped four-in-hands. Shown in 66 solid shades and large variety of fancy patterns.

CASH'S

(English Manufacture)

Fine Cotton Tubular Neckwear

Sample cards show over 500 colors and patterns.
Prices range from **90c. per doz. up,** laid down Montreal.

J. & J. CASH, LIMITED

100 Chestnut St., South Norwalk, Conn., U.S.A.

Montreal Office, Room 42, 301 St. James Street

Send for Sample Cards and Information to our MONTREAL OFFICE, or Toronto Agent, Wallace McIntyre, Empire Bldg., 64 Wellington St. West, Toronto.

WHAT THE BOY LIKES

THE PARENTS WILL BUY

Consider these Prices

Prices from
$6.00
to
$18.00
per dozen.
All correct patterns.
Prices from
$2.25
to
$6 00
per dozen

for Khaki, Galatea and White Duck Boys' Overalls in Black, Blue and Khaki.



SPECIAL FACILITIES FOR MAIL ORDER BUSINESS.

"The Jackson Bloomer"
LION BRAND
BOYS' BIG BLOOMER PANTS
THE JACKSON MFG. CO., CLINTON

Factories:
CLINTON GODERICH and EXETER

For Rough Wear

or outing use, no shirt will give the same satisfaction as

THE

DEACON SHIRT

For Men and Boys

You will be a wise drygoodsman if you are ready to meet the demand of this trade with the "Deacon."

The "Deacon" is made of the toughest known shirting, cut roomy for comfort, and double-stitched throughout. All buttons are strongly sewn on.

Give the "Deacon" prominence in your store. There is a steady year-round demand for these goods. See our new range.

THE DEACON SHIRT COMPANY
BELLEVILLE, - - - ONTARIO

Combination of Plain and Fancy Cards

Odd-faced Boards May be Effectively Used With Harmonizing Plain Mats — Where Catchy Phrasing is Necessary — How to Secure Some Unique But Very Attractive Results

By J. C. Edwards, with A. W. Cressman, Peterboro.

THERE is a feature in the air brush work in show card writing which has lately been introduced, not in connection with the lettering of the card, but in the making of the cardboard itself. This is a secret process which has been used for some time to give cardboard the appearance of irregularity of face or a stone effect, varying from that to a mottled or marbled appearance.

This cardboard can be used alone or in combination with plain shades which, when lettered nicely, gives a rather unique appearance to a card sign. The judicious combining of shades is absolutely necessary in this style of card; fancy grey must be placed with a plain grey of the same tone. A cold stone grey must not be allied with a warm brown grey or any other shade which does not blend. Contrasting shades may be used so long as the tones are in harmony. This style of show card is not a good sale medium and should be avoided in all cases of that kind, but where an attractive window card is needed this variety makes a very good change. It is altogether different,

For our Easter windows this Spring we used a background representing a high stone wall and pillars, with a huge half-round drinking fountain protruding from the centre of the wall; somewhat of the order of decoration seen in Eastern countries.

You must depend upon catchy phrasing on this style of show card to hold the attention of the passer-by after the card itself has stopped him. Card No. 1, reading: "Old Sol may try to melt you," is made of a dark grey, mounted on a light grey rock face card; both being beveled, gives the card a finished look. The decoration is quite simple, the wording is not ordinary, and yet the reader introduces a certain light-weight Summer suit of tweed in a short, right-to-the-point way.

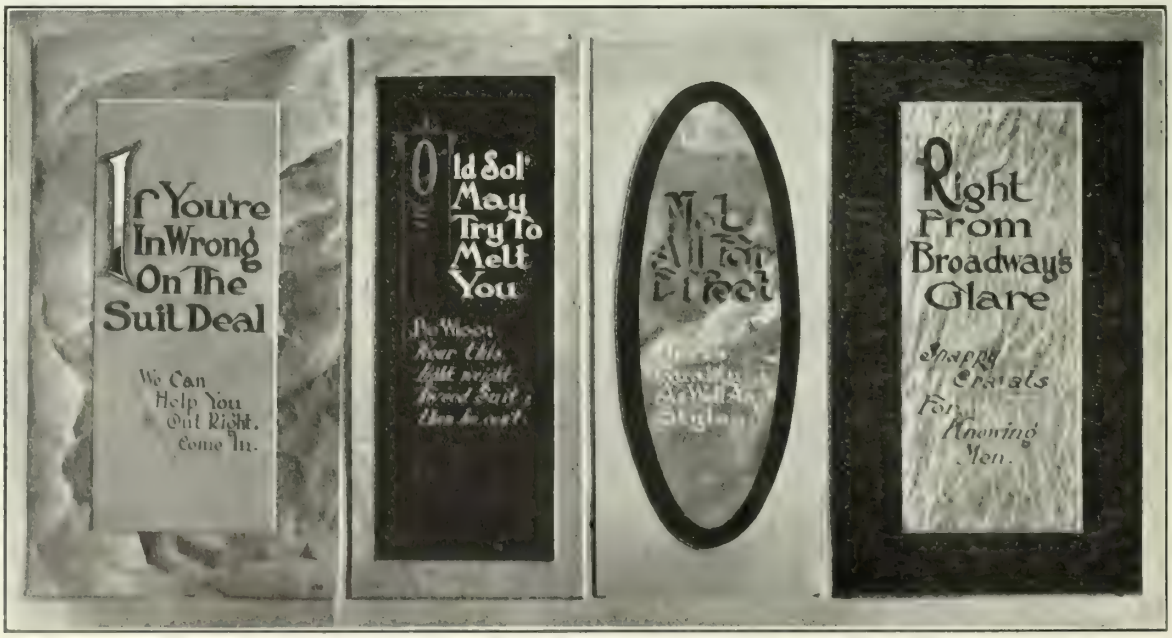
You will notice that the beveling of the centre card at least has the twofold purpose of giving the card a finished look and also of giving a distinction between the two cards. Especially is this noticeable in the card No. 2., "Right From Broadway's Glare," where two fancy cards are used in combination. This is made up of a brown tone card with a centre mount of light fawn. The effect is more than ordinary, and is sure to attract and promote sales.

The wording used breathes of style, the most essential feature of men's cravats, and that which the average man is attracted by, more than quality. The lettering is accomplished by the use of the No. 7 flat lettering brush and No. 2½ pen.

Card No. 3 next comes into the limelight, with its face of stone grey, surmounted with a refined shade of light mat grey board, finished with beveled edge. The wording of this card might be termed slang, yet cannot be said to give offence even to the most fastidious. It cannot help but attract the attention of the men, both young and old, and what more can one want; business is business, and the store that 'gets and holds' the attention of the public is the store that success will smile upon—the business place of to-day, not of yesterday.

The last card, No. 4, shows an inner oval of dark stone face grey, mounted on an oval of tan with beveled edge, which is in turn mounted on a light grey panel. The lettering is a light tan shaded with black in a brush stroke Roman, and the small reader is pen stroke Roman in white. The whole card is rather effective, both in make-up and wording. "Not all for effect" leads one to believe that there is more than style and general appearance in the goods shown. The reader then comes to the aid of the headlines with the statement that quality abounds as well as style.

The beveling of show cards can be done very nicely with the aid of a sharp chisel; many designs can be beveled like this that cannot be touched with the small beveling plane, which was used in the preparation of the cards for this article.



Show Cards by J. C. Edwards, Showing Unique Combination of Plain and Fancy Cards.

THERE'S NOTHING BETTER THAN

"Cravenette"



WET or FINE

RAIN or SHINE

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

REG.D TRADE MARK "Cravenette" PROOFED BY THE "Cravenette" Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM ALL LEADING DRAPERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR

Here is a book on the Art of Advertising, by a Canadian author, which no

PROGRESSIVE MERCHANT

should be without. It contains LXXIX chapters, with over 500 original newspaper advertisements, and is in nine parts, dealing with such subjects as Newspaper Advertising; Supplementary Aids to Newspaper Advertising; Schemes and Selling Plans; Sales Advertising; Advertising of Specific Lines; Mail Order Advertising; General Advertising; Technical; Miscellaneous.

Price, $3.50 Prepaid
All Orders Payable in Advance

TECHNICAL BOOK DEPT.

MACLEAN PUBLISHING CO.

143-9 University Ave., TORONTO

Wreyford & Co.

TORONTO

WHOLESALE MEN'S FURNISHERS

Agents for following manufacturers:

Young & Rochester, London, Eng.

SHIRTS, COLLARS, NECKWEAR, FINE FLANNEL PYJAMAS, DRESSING GOWNS and HOUSE COATS

Tress & Co., London, Eng.

HIGH-CLASS HATS—SILKS, FELTS, STRAWS. The "Tress" Cap is in a class by itself.

T. H. Downing & Co., Leicester

"ALPHA" UNSHRINKABLE UNDERWEAR "SUPERLA," "PES DUPLEX," ETC., HOSIERY

Cellular Clothing Co.

"AERTEX" and COTELLA UNDERWEAR, ETC.

SOLE AGENTS IN CANADA for

"AQUATITE" Garments in Rubber-proof and Gabarbine.

ALL SIZES IN STOCK

Send for Samples.

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

NAME _____

ADDRESS _____

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire-proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Correspondence Invited

E. R. BOLLERT

MANUFACTURERS' AGENT

504 Mercantile Building Vancouver, B.C.

Can give strict attention to one or two first-class Agencies. Highest references.

Window and Store Decorations, Cut Flowers, Vines, Palm, Etc.

L. BAUMANN & CO.

359 W. Chicago Ave. CHICAGO

Largest Importers and Manufacturers

Send for Catalogue R

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Ideas That Are Worth While

Bulletin boards at prominent corners throughout the country and in the vicinity of railway stations were employed by an enterprising Ontario merchant. These bulletin boards were made of hinged frames into which, when opened, the card could be inserted and the frames then closed and locked. Bulletins were inserted in these frames regularly and helped materially to keep the agricultural community posted.

* * *

Prospective housekeepers are always attracted by the proposition by which they may have their new home equipped en bloc. This explains the attractiveness of the advt. or sign with a caption of this character:—"We furnish your house from top to bottom." A very successful advt. for the country districts is that which uses a suggestive home illustration and gives specific prices and other particulars.

* * *

Retailers find that it pays to make their ads. as instructive to their customers as possible. A western store, for example, conducted a series of talks on corsets, and gave them distinctive position in their advertising. These talks are appreciated by customers since they help them to buy more intelligently. The same idea might be adopted with advantage in connection with almost any line in the store.

* * *

Distinctive names for lines in which they wish to specialize have sometimes been used to good advertising purposes by retailers. One man who wished to give local importance to a new cap made from his own design, held a contest in which he offered a cash prize of $10 for the most attractive name applicable to the cap. He received scores of replies and brought the cap forcefully before the entire community. This man side-stepped the possibility of ill-feeling in connection with the award by leaving the decision to a vote of special committee.

* * *

A New York business man who has been eminently successful in establishing a large number of stores says that "Thank you" has been the motto on which he has built up his enormous business. He once sent a telegram to every one of the firm's thousands of clerks, which read: "Did you say 'Thank you' to every customer you waited upon to-day?" He says that he has spent fifty thousand dollars in trying to impress this motto and all that it means upon salesmen, and that it has proved a great investment.

* * *

One retail store finds that it pays to put on, three times a year, special sales of five and ten-cent lines. A large table is placed in prominent position in the store and over it is the sign: "Any article on this table for ten cents." The first of these sales is in the dull days of January and February, the second, in May and June, and the third, in August and September. They are opened on the 15th of one month and close on the 15th of the month following.

METALLIC CEILINGS

of attractive design help to make your store an attractive place in which to shop. Our designs are exclusive and come in a great range. Plain or ornamental. You should have our catalogue. Send to-day.

The Metallic Roofing Co., Limited, Toronto

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

WE CAN GET YOU BUSINESS

Give us the representation of your line for Western Canada. We cover entire west with travellers. Manufacturers of Underwear, Hosiery, Neckwear, Shirts, Fancy Vests, Gloves, Hats and Caps, Haberdashery, Etc., are invited to write us. Good connection with the trade'

The G. A. Tranter Co.

Suite 9 Capitola Bldg. Vancouver, B.C.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicat eCut Company

18 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON
ST JOHN, N.B HALIFAX, N.S
LIMITED

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

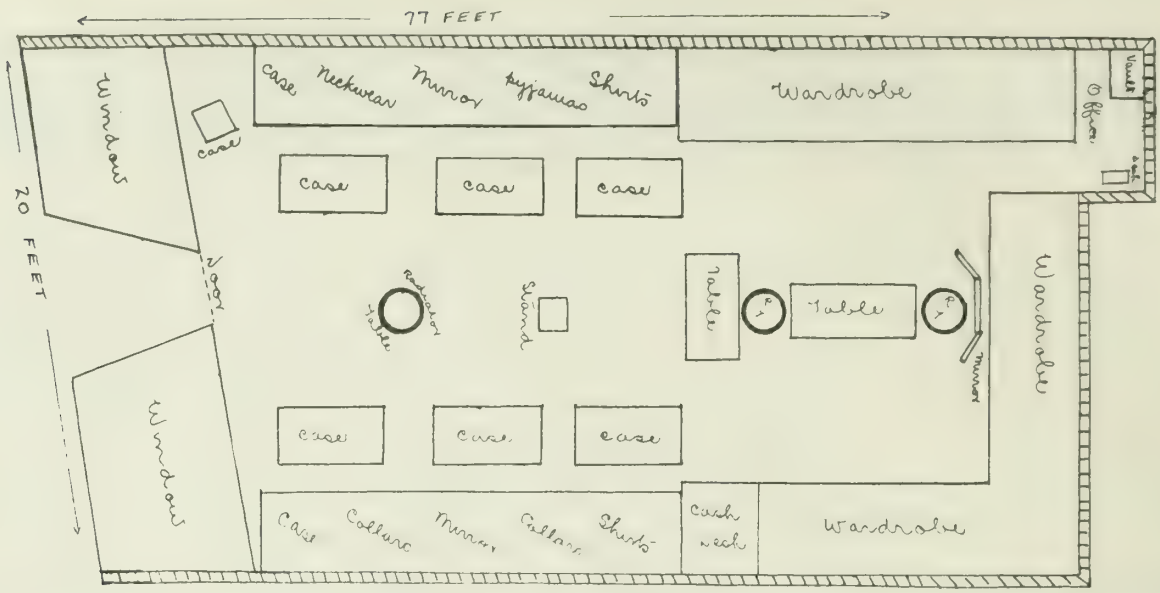
MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

19 Passage des Petites Ecuries, - Paris, France



Floor Plan of the "New Apparel Centre," Hamilton, Showing Location of Windows and Arrangement of Cases, Wardrobes and Store Facilities. Interior Dimensions 20x77 Feet.

New Apparel Centre

Re-opening of Exclusive Men's Wear Store, Hamilton—Substantial Fixtures and Color Scheme Suggest Class and Quality of Stock.

In connection with the opening of Alfred Temple's "New Apparel Centre," James street, Hamilton, a unique individual color scheme greatly enhanced the appearance of an interior which in every respect represents high ideals in men's wear merchandising.

Pumpkin yellow silk-covered walls and light chrome ceilings form a suitable setting for substantial cases and fittings made of quarter-cut oak on marble bases. Especial attention is directed to the beamed ceiling design, which is the original idea of Mr. Temple. Display units, curtains, draperies and individual store cards match the interior decorations. Yellow daffodils were also used at opening time.

The opening was held on Mar. 25th. Suitable card advertising and a personal invitation proved of interest to Hamilton customers, who showed their appreciation of this new store by their presence in large numbers.

Information regarding different sections of importance, as well as references to favorable buying connections, which tend to exclusiveness and style, as found in "smart shops" and especially in "The Apparel Centre" was given in an interesting way



"New Apparel Centre," Hamilton, an Exclusive Men's Wear Shop. A Pleasing and Conforming Color Scheme is Carried Out. Substantial Fixtures and Convenient Display Cases Are Used.

through the special advertising. Twenty-five hundred invitations were issued. Music was provided afternoon and evening.

Two improved wall cases have been installed, combining display space, shelving, mirrors, drawers and reserve stock lockers. In these cases the bases project 12 inches, affording extra counter room. Mirror backgrounds also make striking unit displays possible in the plate tops of these bases.

Shelving in the base of the wall fixtures is another innovation of Mr. Temple's, and introduces sliding panel plate glass doors. Reserve underwear, pyjamas, negligee shirts and such articles are kept away from dust without being wrapped in unsightly packages. Drawers are divided into six suitable compartments for stockings, ties, gloves, hosiery, etc. All reserve stock is conveniently exposed to view.

In the upper part of the wall cases similarly divided compartments are used for shirts and collars and one section is devoted to display purposes. Each section is protected with panel sliding doors. No boxes are used except in keeping collars, and customers can glance at hundreds of ties, gloves and up-to-date men's accessories, while merely passing the display cases. Full advantage is taken of silent salesmanship by this method.

Improved floor silent salesmen cases are all glass, 5 feet long and 24 inches square, raised to a height of 36 inches on mission oak and marble bases, which permit two convenient sized drawers within. When these silent salesmen are dressed, everything is clearly displayed, either as a unit or combined effect.

Clothing stock is kept in twin wardrobes with oaken fronts where goods are very conviently displayed. Each of these wardrobes is fitted with duplex trouser slides. Tables are arranged for effective stockkeeping and circlar marble tops on radiators make small tables for unit displays. At the rear the private office and vault complete this modern "fashion shop." Effective electric fixtures provide for sufficient lighting of the whole store.

C. V. O'Conner is in charge of the furnishings section. He has had a wide experience in exclusive shops in Chicago, New York and San Francisco. Lew. Casey, who has been with one of the largest stores in the city as clothing salesman, is in charge of the clothing department.

Gloves, Hosiery, Accessories

Gloves, suitable for motor wear, have been in strong demand during the Spring season. These include everything from the heavy cape to the leather driving gauntlet. Rubberized materials are also being used for hand wear of this class. There has also been quite a call for cotton gloves for wear in working about the auto. So far as the demand for walking gloves is concerned, the Spring season has been marked by good business both in Mocha and capes, or greys and tans, with some demand also for chamois. It is evident that Fall business is being placed largely in this order, with little change in stitching embellishments.

Men's hose—Short effects in black and white, black and grey, and other neat combinations, have been selling particularly well during the present season. Some two-tone plaidish effects have been shown, and the inconspicuous clox are also receiving a good share of attention. Some shops are paying considerable attention to the matching of hosiery, belt and neckwear for Summer, and the color schemes in vogue at present render this possible to a very considerable extent.

Plain gold, pearls and inconspicuous stones in dull or antique silver are favorites in the jewelry line.

Black, grey and tan are the favored shades in the new belts, with some demand also for dark greens. Buckles are not elaborate, being for the most part plain in silver, gun metal and enamel finish. Among houses who handle extreme novelties, the belt and tie of a material to match constitute one of the latest fads.

Manufacturers are showing an adaptation of the French fad in introducing a feather as one of the latest ideas in men's hats. This feather is set at a slanting or rakish angle, and suggests rather the effect already seen in Germany and associated with a German sportsman.

There is something in salesmanship besides waiting upon the customer and getting rid of her as quickly as possible, regardless of the amount of ultimate satisfaction in the purchase for her. The salesmanship that creates pleased customers and brings them back is the kind that is required in present day merchandising.

F. M. Johnston, the new manager of the John Murphy Co., Ltd., Montreal, was previously with the Robert Simpson Company, Toronto, for six years, part of which time he was resident buyer in London, Eng., for that Company. He was appointed buyer for the John Murphy Co. when the Simpson Co. took over that business, remaining in Montreal two years.

Advertised in 400 Papers.

Now the department store, with its bargain sales, its rest room, its store magazine and various other of its peculiarly American manifestations, has appeared in Japan. It is run, moreover, by the Japanese themselves.

S. Hamada, described as the advertising manager of Japan's greatest department store, tells with pride how he is leading his little countrywoman into temptation at Mitsukoshi's.

"Mitsukoshi's," he says in System, "ran a full-page advertisement in all of the more than 400 daily newspapers in Japan announcing its change from a dry goods store to a department store.

"This form of advertising has been used ever since, not only in Mitsukoshi's but in other dry goods and department stores of Japan; and many manufacturers and distributors of household roducts are also advertising directly to the consumer. The principal goods so advertised are toilet articles, medicines, books and magazines.

"Up to this time there was of course, advertising, but it was of a crude sort. Signs and posters were used. Advertising novelties, such as umbrellas with the name of the advertiser in large letters on the cover, were especially popular. Some kinds of circulars were employed."

The Power of Odd Prices in Merchandising

Customers Able to Discern "Live" Values — Inconsistency Noted Between Different Towns Quoting Same Lines — Some Prices More Popular Than Others — Better a Close Offering on Particular Lines Than on all Lines in Store

CUT or odd prices came with aggressive advertising and the policy of cleaning up stock each season. Then advertisers adopted the scheme with due regard to the proper use of such methods. Odd prices were "drawing prices" or "clean up" prices. They indicated in a sense the merchandising ability of the advertiser.

Many advertisers, however, have lost the first understanding in regard to odd prices. Almost everything in the establishment is quoted at odd prices without respect to value in the beginning or competitive "even price" quotations. Odd prices like everything else good have been abused generally in advertising. A perusal of the announcements, featured by merchants throughout the country will show such results.

Catalogues of mail order concerns first used odd prices for the same reasons that prompted the use of odd price ads. in the first place. Houses issuing such catalogues have been more consistent than advertising managers generally in adhering to the fundamental understanding of right values and benefits of odd prices in advertising.

Ad. men are possibly excused by the attitude of merchants against allowing cut prices on sufficiently marked difference from regular prices. They rather take the best price quotations offered and the difference between usual and odd prices amounts to nothing in many cases. Buyers sometimes take advantage of unusual price concessions enabling departments to quote a "real live" odd price item with good sale results.

Season Regulates Odd Price Quotations.

Merchants and ad.-men will agree that every department has its best season in properly conducted stores. It will also be agreed that in order to get direct selling results, especially at some seasons, odd prices are necessary. Some merchants adopt the rule of using the first quotation on a line of specials offered, as the most pronounced "odd price."

To carry a store's advertising season by season year in and year out it is necessary to quote special prices at times. Advertisers can make as efficient use, as ever, of the odd price if customers have been educated to see advantages by comparison with competitive values. Advertisers overdoing the odd price will quickly note loss of "drawing power" in their efforts.

Customers are Well Posted.

Customers have a basis for comparison put into their hands in the shape of the mail order catalogue. Comparisons on the part of customers are also generally made on such basis. Merchants admit that customers know values as well as some salesmen. It therefore follows that odd prices must be consistent with mail order prices or in keeping with prices as featured in opposition advertising. Comparisons are easily made by customers. There is no objectionable comparison, however, if standard values are upheld unless such special line is on sale in another store, accessible to customers.

Merchants are not all agreed as to the selling value of od prices. Very conservative merchants seldom adopt them, arguing that their stores would lose dignity. These same men, however, agree that special prices are more attractive to shoppers. Generally it is found such prices are an incentive to buying and that odd quotations appeal, if properly presented.

Customers Prefer Popular Odd Prices.

That some odd prices are more attractive than others is shown by customers. Firms advertising odd prices as leaders for special sale and for stipulated days only, soon discern preferences on the customers' part for certain odd prices. These odd prices refer to cottons, linens, dress goods, silks, ready-to-wear and other departments directly. Comparison with departmental store and catalogue advertising will show that certain prices are practically staple in customers' minds and have also become staple as drawing prices by consistent use in many stores.

Merchants then must admit the advisability of adhering to a stated policy by using odd prices to advantage in "business-bringing" events conducted at seasonable times. Odd prices of sufficient drawing power, when business turnover is necessary to show increase over previous years are advisable. Sometimes payments have to be met and then, again, the clean up season arrives. Merchants must necessarily see advantages, therefore, in maintaining the most popular standards of value on the most appealing of odd prices.

For the same reasons there are seasons when odd prices are unnecessary and such seasons as Easter, Thanksgiving, Christmas, at the beginning of seasons before holidays, etc., business should be sufficiently brisk to keep the staffs busily engaged. Odd prices seem as unnecessary as sale events at such periods.

Inconsistent Odd Price Quotations.

That odd prices are sometimes lower than necessary is evident. It is sometimes possible to secure a leader odd price quotation from manufacturers or jobbers on a fair selling line on account of over production, or colors being sold out. Merchants offered such line insist on controlling their town and district.

By comparison of prices asked in different towns it is seen that merchants fail to gauge the "selling" merits of lines in many instances. Cases have been noted where merchants farthest away from the market sold their share of a particular job line at thirty cents a yard less than other merchants. Prices varied all the way from 39c to 69c for the same material, patterns, colors, qualities and cost price being in every instance identical.

Lack of information sometimes accounts for odd price quotations or cut prices in some towns on lines, which are being advertised, as the height of fashion in other places. Such conditions are often brought

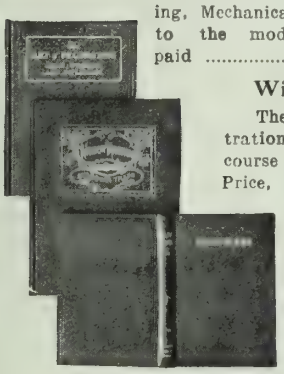
(Concluded on page 170.)

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

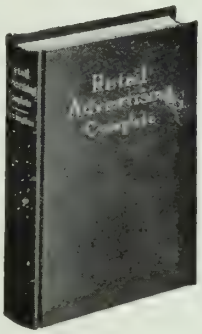
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

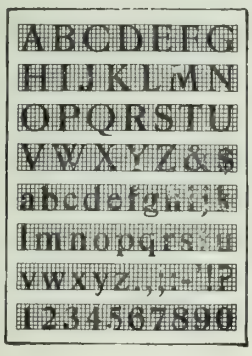
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



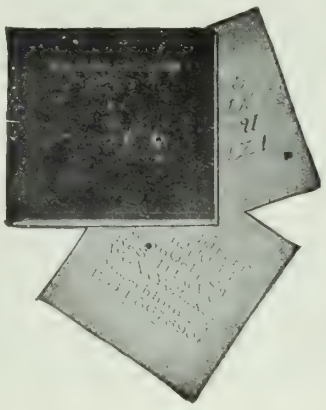
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

DIRECTORS OF SEMI-READY, LIMITED, MONTREAL



Reading from left to right — E. Leeds Nelson, J. H. Brownlee, Chief Designer; C. F. Nelson, C. H. Nelson, President; Alfred Wood, Vice-president; Charles P. Creamer, Managing Director; H. A. Nelson, Secretary-Treasurer.

Charles H. Nelson, the president of the Semi-Ready Company, has resided in both Montreal and Toronto. He was for years the resident partner in Toronto of the wholesale firm of H. A. Nelson & Sons, Limited.

Charles P. Creamer, the managing director, is an industrial organizer of continental experience and reputation.

Alfred Wood, the vice-president, was a daily newspaper publisher, with proprietary interests in Toronto, Ottawa, Montreal and Victoria, B.C.

J. H. Brownlee, the chief designer, is a practical merchant tailor, with experience in every branch of the retail and wholesale business.

H. A. Nelson, the secretary-treasurer, has had a lifelong experience in accounting and finance.

This is the well-balanced organization which has carried the Semi-Ready business and corporation to the front in the past five years, until to-day it is admitted to be the strongest industrial organization in one of the chief industries of Canada.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars, 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St, Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

SITUATIONS VACANT.

TRAVELLING TAILOR WANTED TO TAKE special orders, promote and appoint wholesale agencies and cover a lot of ground each season for the biggest tailoring firm in Canada. Experienced man only. Apply with references and salary required to C. P. CREAMER, The Semi-Ready Co., 472 Guy Street, Montreal.

WANTED—Experienced traveler to sell Axminster Squares and Mats. Liberal commission for Ontario and Eastern Provinces. Apply Box 14, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars American Multigraph Sales Co., Ltd., 129 Bay St., Toronto, Ont.

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited. ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

about by freaks of fashion, but when well informed the merchant will have better judgment on lines that are otherwise in good style.

Other instances are noted, where odd prices are maintained on a less percentage of profit than necessary simply to create abnormal values.

Merchants should prepare at the beginning of the season for odd price quotations by marking goods on the basis that prices can always be lowered. Similar conditions are present in specially purchased leaders. As these are merchandised it is always easier to reduce along popular odd prices and in the last quotation sometimes receive more than merchants in some towns ask. In such cases catalogue comparison is not noted because generally the same line is merchandised in a similar way by the larger houses. As patterns become culled prices can always be lowered on account of latitude already taken. Percentage of profit is also right in these cases. Such policies, too, pertain just as well to season or yearly turnovers and goods should be marked always with regard to standards to be maintained in the seasonable odd price quotations.

Provision should also be made on those lines that will stand a higher price to allow for any reductions necessary to keep odd price items live items when quoted in the advertisement.

Repetitions Create Staple Price.

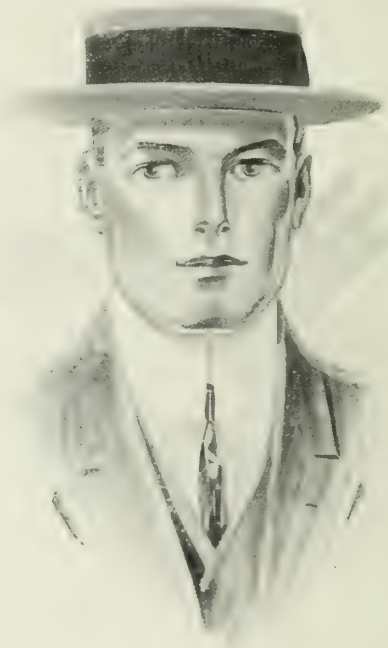
Another phase of this question is the tendency of odd prices to become staple on lines quoted and lose their identity as leaders by over-repetition. It is necessary, therefore, that odd prices should be returned to regular directly at the expiration of the stipulated time. Regular lines also suffer by comparison and sales are likely to be on leader odd price lines alone unless quotations "on sale" are returned to regular prices at understood times.

Each department can be advertised successively in their particular seasons by following right policies in regard to odd prices, and proper sales results will accrue. Advertisers will not lose the merit of odd prices by handling stocks on a right basis. More care also will be taken in maintaining regular prices to offset loss of profit by quoting odd price lines, provided such odd prices are made sufficiently striking in difference between regular and odd price.

That $1.00 lines quoted at 98c represents a two-per cent. reduction and that such reduction is no small matter when applied to all lines quoted at odd prices throughout the store may be pointed out. Still in announcements it is seen that a further discount of 5 per cent. is given for cash at certain times in order to boost business.

Arguments therefore in favor of striking reductions in odd price quotations at stated seasons, combined with alert buying of seasonable lines to advertise at a graduated scale of odd price reductions carry same weight.

Merchants should make odd prices justifiable to as great an extent as possible whenever used. Benefits are all to the establishment if due regard is given to the relative importance of standard even prices and odd prices in the seasonable lines to which they belong as leaders or drawing cards.



New telescope with pencil curl and fairly wide brim. Featured in pearl, brown and steel—By Fried Grills & Co., Toronto

ADVERTISING INDEX

Arlington Co... ... Inside back cover
Bartell Patent Pocket Co 149
Berlin Suspender Co... ... . Inside back cover
Bradford Dyers' Association 151
Buyers' Guide 163
Canadian Converters Co., Ltd.. 157
Cash, J. & J., Ltd... 157
Cravanette Co., The 161
Condensed Ads. 169
Consolidated Rubber Co.. 141
Corliss, Coon & Co 151
Deacon Shirt Co. 159
Hyman, Jas. 155
Imperial Clothing Co.. .... .. Inside back cover
Jackson Mfg. Co. 159
Joss & Lowenstein, M.. 161
Jones Bros. & Co., Ltd. 147
Kirk, Sam 153
Matthews Towers & Co. 138
Novel Ti Co. 153
Parsons & Parsons 151
Reid, A. T. & Co 145
Semi Ready Co..Outside front cover
Sword Neckwear Co.. 129
Tooke Bros.... Outside back cover
Wreyford Co. 161

TABLE OF CONTENTS

Buyers' Guide 163
Boys' Wear 146
Coronation Window 150
Good Values in Neckwear 142
Hats and Caps 144
Neat Shirting Patterns 140
"New Apparel Centre" 161
New Clothing Styles 139
Essentials of Successful Retailing 158
Selling Power of Odd Prices ... 166
Stands that are easily made ... 154
Style Chart 148
Salesmanship Competition 152
Show Cards 160



Sell Arlington "Challenge" Collars This Summer!

A dressy appearance is assured to everyone of your particular customers this Summer who is wearing an

Arlington "Challenge" Collar

They are simply a high-grade linen collar waterproofed, therefore unaffected by heat or damp. They cannot be distinguished from the best linen collar made.

"Challenge" collars positively will not wilt, crack or smell unpleasant, and when soiled are instantly cleaned with a damp cloth.

Here's a line that has found immense favor with holiday makers.

We have created a real demand for "Challenge" brand by our insistent consumer advertising.

Give this line every prominence. It pays handsomely to feature "Challenge" brand.

The Arlington Co. of Canada, Limited

54-64 FRASER AVENUE, - - - - - TORONTO

Stock carried by the following agents---Ontario--J. Chantler & Co., Toronto; Eastern---Duncan Bell, Montreal; Western---R. J. Quigley, 212 Hammond Block, Winnipeg.

"Imperial" Brand Clothing

has that smart appearance that easily distinguishes them from the ordinary run of ready-made clothing. Materials are the newest patterns and quality unequalled in Canada.

Particular Buyers will appreciate our line of men's and boys' clothing. Wait for our travellers, or write to us for prices and information.

WE ARE NOW LOCATED IN OUR NEW BUILDING

IMPERIAL CLOTHING MANUFACTURING COMPANY

217-219 Richmond St., TORONTO

"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO



Jooke COLLARS

Made in Canada - By Canadians
For Canadians

Pay Canadian Dealers the largest profits and give their customers the best value and fullest satisfaction.

Quarter Sizes - They Fit

Sold at 2 for 25c.

CAMPBELL'S LINEN THREADS

WHETHER for household or for manufacturing purposes CAMPBELL'S LINEN THREADS are the most satisfactory to handle; our steadily increasing sales are witnesses of their popularity. They are uniform, strong and smooth and are made solely from the finest quality flax.

You will be pleased with the prompt delivery.

ALL LEADING WHOLESALERS STOCK CAMPBELL'S THREADS.

Agents for Canada

John Gordon & Son

Toronto Montreal Winnipeg

To the Trade May, 1911

THIS IS THE MONTH

We get ready for our semi-annual stock taking (May 31), and as usual there are lines in every department to be cleared at reduced prices. All dry goods, men's furnishings, house furnishings and general store merchants and their buyers are cordially invited

TO VISIT OUR WAREHOUSES

John Macdonald & Co.,
LIMITED

TORONTO

VOL. XXIII No.

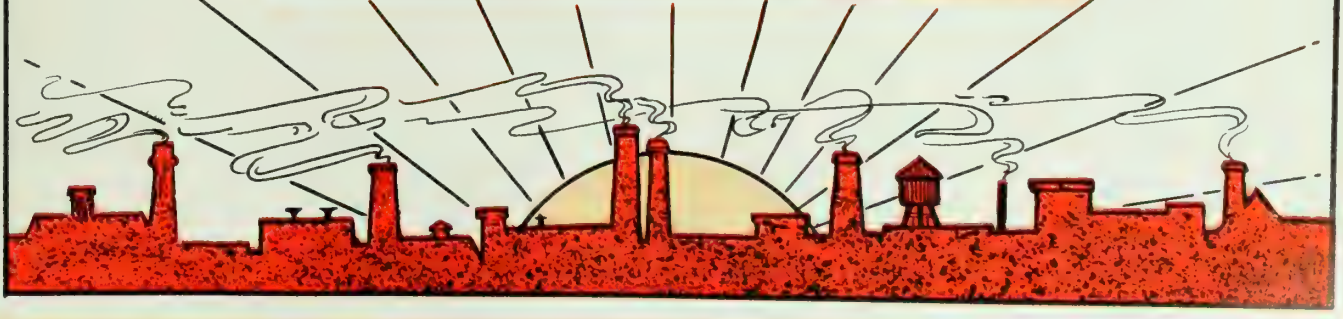
DRY GOODS REVIEW

MAY 15TH MID-MONTH ISSUE 191

ABOVE COMPETITION



MOODIES'
Hygeian
TRADE MARK
UNDERWEAR



Eagle Knitting Company
LIMITED
Controlled by J. R. Moodie & Sons, Limited
Hamilton, Canada

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

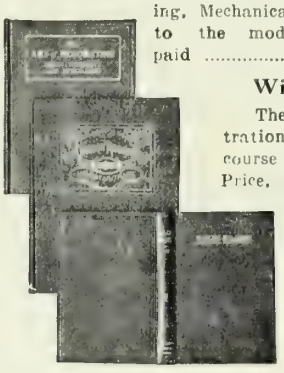
Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

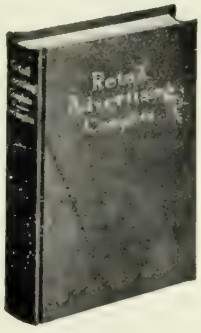


WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

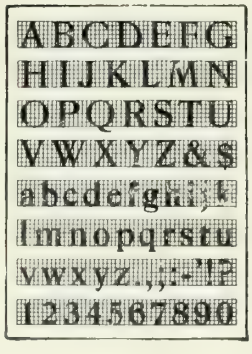
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

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A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



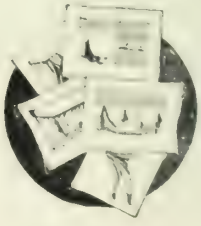
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

IN WHICH IS INCORPORATED THE CANADIAN MILLINERY REVIEW

Issued 1st and 15th of each month. | Office of Publication, 143-149 University Avenue, | Toronto May 15, 1911

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MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 511 Union Bank Building Telephone 3726
VANCOUVER, - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

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Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

Live Midsummer Features.

IN another section of this paper is an article which should be of exceptional interest to drygoodsmen at this time of the year. From information obtained in the market, a list of attractive values, for special Mid-summer events has been prepared. The merchant may obtain from this an absolutely accurate idea as to the features offered by wholesalers and manufacturers for aggressive hot weather business. Not only are quantities, but former and clearing prices are quoted, as well as the figures at which the goods could be disposed of by the retailer to make it worth while.

In perusing this list, the merchant must not misunderstand the attitude of The Review. This paper has frequently expressed its disapproval of that policy in which "specials," "slaughter," "cut-price," "sweeping reduction," and other similar events are too persistently featured. Such a policy seriously interferes with that normal, sane and substantial merchandising which makes for high standards and which is an essential basis of trade. Any impression which would accuse The Review of lending its encouragement to a departure from such course is entirely erroneous.

It has come to be recognized as a part of good merchandising, however, that during the dull Midsummer months attractive offerings may be made in such a way as to benefit rather than harm the other departments. The wide-awake merchant will admit readily enough that any legitimate event which draws the people to his store is good advertising. That is the kind of magnet required during the greater part of the three months that are approaching, and the article which has been prepared has for its sole object the distribution of special value news, at a time when many wholesale houses are engaged in their semi-annual stock-taking, in order that merchants may avail themselves of the opportunities described by immediately visiting or placing himself in communication with the market.

In featuring a leader, it is not always necessary that the sale price represent a reduction to cost or lower. The items described are values upon which fair percentages can be made when sold at the suggested price, and in any event give the merchant good margin for manipulation.

The offerings selected from the market are such as are frequently featured in the catalogues of large mail order houses and used as a lever in cultivating the shop-away-from-home instinct. Buying as they do in the initial markets, and in very large quantities, they can frequently announce the special price level much sooner than the local retailer. It has been shown, however, that the latter, by keeping in close touch with the market and careful merchandising, can from time to time feature lines in such a

way as to materially offset any inclination towards disloyalty on the part of his customers.

The Review feels that articles which describe these opportunities will be of distinct value to the retailer, and, to a reasonable extent, they will be made a feature of the paper.

Eliminating Loss of Time.

THE recent inauguration of a fast early morning mail train between important centres in Ontario should suggest an immediate course of action to merchants throughout the country who have felt the need of better delivery of rush orders.

The use of the night wire letter as a means of overcoming loss of time through the usual course is now becoming more general. It enables the merchant to give fuller and more explicit instructions on hurry-up business. Now, in response to an insistent demand, a fast mail has been instituted, and while the service which it gives will undoubtedly be appreciated on account of the better adjustment of mail delivery in many places, it should be made to go still further by carrying express parcels.

There is no doubt that a fast train starting early in the morning from important wholesale centres and traversing a thickly-populated section of country would do much to hasten on their way along the branch lines to smaller places, goods which might otherwise be considerably delayed in reaching the merchants.

Everything that tends to the saving of time is important to present-day merchandising, and it may well be questioned whether the merchant has always emphasized his views in the proper quarter at the psychological moment on matters which promise to affect his business one way or another. The tendency of the present day is towards speed with system. Changes in methods of communication and transportation all point to that fact, and the merchant must see that he figures in the benefits accruing therefrom.

The present case may be regarded as only a hint of the development that is coming with the object of eliminating unnecessary delay, and it is one instance where the merchant should see that the defects of existing service so far as he is concerned should be described emphatically to authorities who are paid to listen and act.

Retail Methods in Wholesale Trade.

MANY very significant changes have developed in the dry goods trade during the past five years, and one of the most notable is the application of what might be termed retail merchandising methods in the wholesale trade.

Whether the remarkable growth of mail order departments in large warehouses may be so classified, probably the wholesalers will not agree, but the featuring of special price events certainly suggests the adoption of retail methods for the benefit of the retailer.

To the latter, the increasing keenness of competition has brought the absolute necessity of constant touch with his field, of a continuous interest calculated to focus the attention of the customer upon the advantages offered in local shopping. The retailer, therefore, must be a frequent visitor to market.

The advertising carried in the newspapers from one end of the country to the other shows that the value of the leader or special attraction as a lever is thoroughly estimated. At the same time, that progress is being maintained in the right direction is evident from the healthy placing and good demand for better goods.

It is increasingly in evidence that the local merchant is more and more a persistent frequenter of the market and appreciates those facilities, which make buying and selection easier. Timely advertising, not only of lines necessary for the new season, but also of those which, during stock-taking in the wholesale warehouse are best handled as special offerings has done much to convince the merchant of the opportunities which must confront a wide open buying eye.

What the retailer is doing for his customers, therefore, the wholesaler is doing for his when the occasion permits.

Team Work That Counts.

IN these days when co-operation and welfare of mutual interest are important factors in successful merchandising, there should be little excuse for any one representative saying of a majority of others in a particular section of the trade: "They will not get together. We could bring about some reforms if we were only sure of each other, but at the present time when outsiders who know our failing are taking advantage of it, we are losing business."

There are very few towns in which merchants do not get together for the purpose of co-operation in dealing with the different problems that exist in their respective localities or which threaten their interests from outside. It is true that little jealousies may arise from time to time as the result of a "beat" or a "scoop," as it is called in newspaper parlance, but, after all, when a merchant puts one of these over on the other fellow, he found his opportunity in a field where there are generally few favors.

Such things as these put ginger into business, but should not be allowed to promote anything like eternal enmity between members of a mercantile community. Someone is going to get the business, and, apart altogether from consideration or comparison of personal enterprise, the wise merchant will see that much more can be done by united effort against common evils than where there is no possibility of harmony.

In reply to the question as to what he considered one of the chief elements contributing to the success of his enormous mail order trade, a mercantile magnate had this reply ready: "The retail merchant has helped us more than he thinks and more probably than we can properly estimate. Do you know that if the local men had got together at the very first and taken such action as would have made it impossible for us to obtain a foothold, we would have been beaten."

While there are localities in which the merchants may be inclined to resent this opinion because of their effective team-work, it, nevertheless, contains a message which cannot well be overlooked if constructive merchandising is aimed at.

Effective Use of Suggestive Item Cuts

In Connection With Ad. Paragraphs They Work Out Attractively — Some Admen Get Results From Frequent Adoption of The Scheme — Approved Ways for Aggressive Advertising in This Direction.

IN connection with many events which come in June, and the actual tendency to use, sale after sale, a number of advertisers adopt headliner and panel or item cuts with good effect. In a broad campaign, or covering publicity in Summer months, several of these suggestive cuts could be used consecutively and prove good advertising.

While there are many methods, and admen possibly could suggest several more suited to localities, a few are given, which make striking pages and affect seasonable lines. These especially deal with planned events and carry out in each advertisement exactly the meaning desired. Many phrases of business and outdoor life offer possibilities for small cuts to appropriately emphasize lines advertised.

Merchants can arrange their own layouts and introduce each cut in a novel way to suit their own individual announcements. Much matter can be based on the suggestions and even carried throughout, descriptive in every item.

Schemes for Aggressive Sheets.

One of the most forceful and fetching announcements features silver dollars or dollar bill cuts. This, too, should appeal to advertisers, because every sale made is worth while. Another point favoring these cuts is that comparisons of values are possible and no trouble is experienced in finding persuasive values when lines are quoted at this price. A good argument is that customers receive full amount of quality combined with exceptional offerings, and deciding customers on these one-dollar lines naturally leads to shopping in other departments.

Arrow cuts may be employed in several ways, and when printed in red ink show to better advantage. Every arrow points to value.

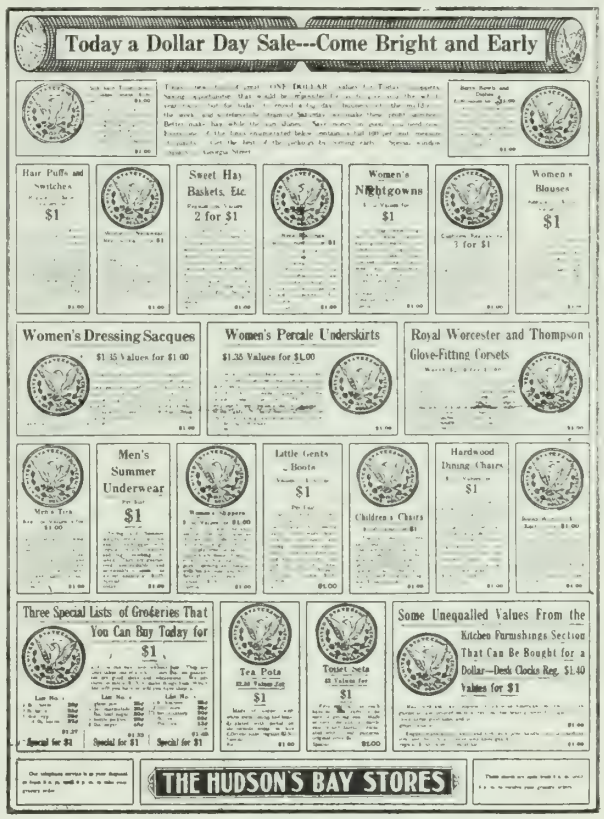
One clever advertiser uses a half-page cut, directing each way from the centre top of his ad. Another features different-sized arrows in item panels with a striking headliner cut, while in one instance smaller arrows pointed to black headings of each offering. Values are described as being "direct as arrows in their flight, and customers will be as direct in locating these leaders."

Hand and pointed finger cuts always prove effective, when combined with direct statements to readers. All advertisers make good use of these, and some striking matter is possible.

Especially in the west, advertisers use corral cuts and lasso outlines to good advantage. Around the entire ad. a fence is illustrated and smaller enclosures in panel effect are placed inside. Lassoes capture each leading value and ends of all ropes are caught in the centre. Of course, values are "corralled" and customers have no trouble in catching unusual items and also locating them in the store.

Telescopes are used to suggest that values are easy to see, as if customers were looking through that instrument or to suggest that purchasers do not require such help to see values offered. Another invention is used in telephone cuts in advertising that telephone orders will be received after a certain hour or that unusual values are worth telephoning for. Other references are possible, as "ringing" values and "live numbers" of offerings. Elevator cuts are used in featuring lines on upper floors.

In order to overcome confusion regarding dates of one-day events, each item is designated with a panel cut of the day of the month, combined with lines on sale. These figures resemble, as much as possible, calendar cuts, and prove very efficient when used where a host of items are listed for each day.



Item cuts and headliners. Dollar day sale and fitting descriptive matter used to advantage by Hudson's Bay Store, Vancouver.

Customers are given no excuse for mistaking time of sale, and managers have more reason to be firm and adhere to hours set for each event.

Imperial Events Feasible.

According to holidays and imperial events to be held shortly, three easily-carried-out forms of this kind of advertising are possible. Flags are used and descriptive matter pertaining to British and colonial goods can be prominently featured. Lion and unicorn cuts are also used similarly. Crowns designate "golden" opportunities and "crowning values." This national advertising will be featured in connection with coronation windows. It would be possible to use radiant, sparkling, jewels of value, bright selections and imperial qualities. Kingly and queen-

ly fashions, and raiment "fit for a king" will be appropriate language used in this connection.

Facilities and Deliveries.

During early closing and changes made usually in July or August advertisers could work out cuts and use them as suggested in announcements. In order to inform customers of efficiency or changes in delivery hours, item cuts are made of express wagons and outfits, or uniformed messenger boys. Especially in conducting a "Saturday night" sale, these cuts and associated matter dwell on deliveries before nine o'clock, where stores decide to close at that hour on that night during Summer months.

Another point is handled in this way, when deliveries are lessened or no noon delivery is made on half-holidays. In outlying towns, advertisements can be made to feature free delivery in addition to values offered in each item. Merchants find this method particularly appealing.

Early or Morning Events.

Closely allied with Summer merchandising are early or half-day sales. Admen have numerous ideas which can be introduced here. Street cars are used in more impressively stating that first cars always lead to first selection. Connected closely with this, cuts of street car tickets with each item show that certain conditions make it possible to arrive on time.

Sunrise specials and star specials make use of brilliant-appearing cuts, which also suggest that it is imperative for customers to come "bright and early," while rooster cuts suggest values for early business or that offerings are something to crow about. Admen have to "scratch" in order to secure suitable bargains sometimes. However, the crowd always comes.

Smile cuts prove very attractive, when used with half-holiday offerings. Customers are immediately in good humor at the thought of "mother smiles," "sister smiles," "grandpa smiles," etc. Items are told in pleasing and humorous style and results should be all that are expected.

Clock cuts designate hour sale events, when required, and it is also possible to suggest early sales by picturing an alarm clock in each attractive item. This is in keeping with timeliness of each offering and values are calling on every line listed.

Outing and Summer Events.

Fresh, crisp and breezy advertisements are possible, too, on summery and outing lines. Then quickest of moving prices make business and announcements specially attractive. Tourists, customers and picnic parties suggest numberless cuts for using in items or panels.

Lunch baskets favor spending a picnic day at the store, instead of at some resort. Comforts and recreations, as well as pleasures, are portrayed in similar ads. by means of cuts of electric fans, ice cream freezers, soda glasses and kindred warm weather beverages. These can all be made a basis for editorial and item talk. Animals seeking cool retreats, and cuts of polar bears in arctic regions are in accord with this idea. Admen are only limited by their ingenuity.

That different equipment used in travel and pleasure can be used is also seen. Cuts of traveling bags, excursion boats, canoes, automobiles, all associated with Summer girls, explain advantages in ready-to-wear, leather goods and wash fabric departments found in the store at this season. Planning holiday trips, correct dress for occasions, and outing spirit enter into all announcements, combined with small cuts of this kind in each item.

Merchandise and Clearance Sales.

A "blue pencil" sale is not associated with Summer events, but rather as a clearance medium. Some admen use the point that the event is not a "sale of blue pencils." It is only a simple way to show that lines have been "marked down." Two different cuts are possible and can show the pencil or a cross opposite striking reductions in the offerings. These cuts, of course, are printed in blue ink. Each item is finished with blue pencil price, and contrasts the first price with the reduction or the clearing price placed by the head of the department, or "man with the blue pencil."

One United States firm made personality a basis for using photographs of heads of departments and buyers, in headliner and panel cuts. Small sunshine photos were placed in department offerings from each section, and salesmen were shown, who actually waited on customers when purchases were made. It was but another effective proof of success following this method.

Another adman, in presenting his offerings for a picnic sale, used the novel method, also described as being suitable for interior decoration, of picturing Summer or tissue paper napkins in each item. Capital letters of each paragraph were initials printed on bordered picnic napkins. This same idea could be made to introduce embroidered or lace-edged handkerchiefs.

How to Secure Cuts.

It may be claimed that smaller admen are unable to procure suitable cuts for promoting a scheme of this kind. In country newspaper offices it is almost always possible to select cuts which have been used by other advertisers and newspaper articles that could be made to answer the purpose.

If admen will get permission or take the trouble to examine practically forgotten cuts filed away in printing offices they will be surprised to find what a number of opportunities are possible. Merchants in other lines have cuts which have been practically discarded. For instance, any number of watch and clock cuts and many others suitable can be gathered in different jewelers' stores. In almost any business place in town cuts which would answer some practical effort can be procured. It is not such a hard matter to have small duplicates made. Nearly every cut suggested can be found in this way.

Where admen have office facilities and cuts are made to suit their layouts or ideas, possibly each plan can be more perfectly planned. But even the smallest advertiser can gain individuality and overcome incessant sale tactics without enough material expense to make any difference in yearly cost of advertising. Surely increased results from several other standpoints than dollars and cents will warrant this extra expenditure for small cuts.

What 100 Stores Have Done

Reports on last year's business are coming in. The first one hundred show continued increases in BUTTERICK PATTERN sales, these being on top of the big gains previously reported. Here are the fifth nine:

Increased Sales for the Year 1910 over 1909

Roth Bros., Superior, Wisc.	24%	Increase
H. H. Arnold & Son, Huntington, Ind.	20%	"
Bush & Bull, Easton, Pa.	14%	"
The Z. L. White Co., Columbus, Ohio	17%	"
Miller Bros. Co., Chattanooga, Tenn.	12%	"
E. E. Clarkson & Co., Burlington, Vt.	22%	"
Sisson Bros. Welden Co., Binghamton, N. Y.	13%	"
R. B. Griffith, Grand Forks, No. Dak.	14%	"
W. H. Wright & Sons Co., Ogden, Utah	22%	"

You Can Do

what these merchants have done, **if you have the right pattern.** You can't do it in a hundred years with the wrong pattern. The women of this country have come

"Back to Butterick"

The Butterick Publishing Company

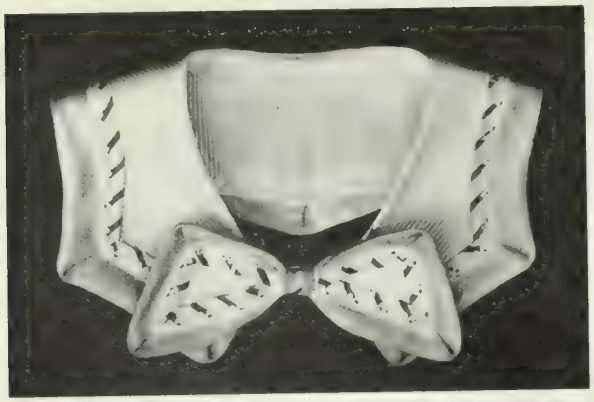
33 Richmond St., W., - TORONTO, ONT., CANADA

DRESS ACCESSORIES AND NECKWEAR

Bright-Colored Ribbons

An Excellent Season for Sashes and Girdles Fancy Ribbon Bandeaux Offer Suggestion for Clearing Up Odds and Ends — Ribbon Flowers Much Seen.

MANY bright colors, some of them numbers from the Coronation group, are now being seen on the ribbon counters. Lingerie dresses of embroidery and lace seem to demand a fancy sash or girdle as garniture, and colors are used which match the popular millinery shades. Consequently, shades which would not ordinarily



Fancy Dutch collar, with black and white pipings, bow to match. Shown by the F. C. Daniel Co., Toronto.

be seen for this purpose are employed. A charming sash of Kelly green satin edged with black velvet gave a very French touch to a gown of marquisette Coral pink in several shades was used for another girdle which attracted much attention at the ribbon counter.

With satin in all forms so widely used, of course the preference lies with it. Velvet in the new shades is a close second, both for millinery and for accessories. Very wide velvets have been a novelty feature, as also have the black and white stripe effects, both in velvet and satin.

Talking Point for Advertising.

Coronation blues and reds have been followed by coronation purple, a shade which is expected to do very well during the next three months. In the dearth of a novelty in purple this should come in very handily for the retailer who is looking for talking points in his advertising. The new shade is more purple than a royal blue, but bluer than the regulation color.

Small, decorative touches such as a garland or knot of made ribbon flowers are used on sash ends to weight them, as all draped effects must have a clinging appearance, to suit the close outlines of the new skirts. Tiny weights are sometimes concealed beneath touches of garniture.

Made ribbon flowers are still as much used as ever for hair and bodice ornaments, and garlands are even seen on skirts of the evening dresses. Bandeaux of ribbon show trimmings of knots or wreaths of these flowers. In combination with maiden hair and crossbars of gilt cord, a pink bandeau of this description was one of the prettiest accessories seen and helped greatly to attract attention to the ribbon counter. The Summer is the harvest time for these dainty adjuncts to fluffy costumes, and the retailer will do well to use up ends of ribbon in this way.

Laces and Embroideries

Great Demand for Cluny Bandings for Wash Dresses — A Season for White Embroideries.

Deep Cluny bandings have had exceptionally good sale during the past few weeks in retail stores. These bandings are specially adapted for use as a trimming on the linen dresses which are so popular for Summer wear. The new Clunys run up to twelve inches in width and are made of all-linen threads.

As an imitation of the real lace, they are really almost undetectable save by an expert. Real Cluny sells as high as several dollars for a banding of comparatively narrow width, so that these high-class and durable imitations are a real boon to the trade. A very wide banding of excellent pattern may be sold retail for from fifty cents up, some lines coming even cheaper.

This promises to be one of the biggest seasons on record for white embroidered dresses and sales of bandings, flouncings, galoons and all-overs continue as great as ever. Deep, 42 in. flouncings have had many repeats, as they did better with the public than at first expected.

Colored embroideries have won a place of their own, especially the new shades and designs shown on marquisette. These will be rather in the nature of a high-class novelty than a generally popular article, though prices are distinctly reasonable. Colored embroideries on Swiss lawns are also seen.

A very fine, hemstitched juvenile flouncing with small patterned, dainty Swiss embroidery was one of the most enticing lines displayed.

Lace and embroidery combination effects, while somewhat higher in price than other lines, have had a widespread popularity in all the above forms.

Advance news, regarding next Autumn's output shows a great probability of renewed popularity for

Showing the Possibilities of Our Summer Styles in

MARQUISETTE
COLLARS and JABOTS

BOTH HANDSOME AND DISTINCTLY NEW







How large your sales of these lines will be depends on how much of them you can secure.

Confidence Now Means Dollars Later

FORTH, POTTER CO., Ltd., 16 Sheppard St., TORONTO, ONT.

Oriental bandings and all-overs on an even larger scale than before. Venise will also be again taken and Chantilly is expected to hold its place as a popular article. Lace all-overs will be in demand as now for yokes and undersleeves, and separate large motifs and medallions are expected to do exceedingly well. Crystal beaded bandings will be one of the most attractive lines for evening dresses. Boleros in this style will be seen, following the general trend toward the short coat.

Egyptian designs and Bulgarian embroideries, both showing the solid mathematical figures, will continue in favor.

Nearly all patterns offered by the pattern houses to the home dressmaker include some use of braiding motifs. There are many suggestions for the use of rat-tail and soutache and separate banding transfers are also offered. This is only a fair criterion of the run which this effective and simple trimming idea is having. Linens will be trimmed at neck, cuffs and hem of shirt in this manner, and even cheap wash goods frequently show a small garniture of narrow braid. Soutache and rat-tail will be wanted braids. It will pay the retailer to stock liberally in such shades as Copenhagen blue, champagne, and the usual wash goods and light weight woolens tints while the vogue is at its height.

The tendency to outline the bottom of the new short coats in some manner and to trim the collar and cuffs has increased the demand for wide braids on the one hand, and for oriental trimmings on the other. Frequently a perfectly plain serge suit has a collar of embroidery in brilliant Bulgarian shades or the softer Orientals. Oriental bandings are still very strong with the public, and promise excellenctly for the coming Fall.

Cordelieres have done better than expected, many of the ready-made frocks of washable materials now show a cordeliere girdle as a finish to the raised waistline. Cordelieres are also used as a neck finish in a few numbers, but this is not so general. These are usually of washable materials, but gilt and silver and silks are featured for dressy wear.

Beads are now in universal use.

Besides being the favorite bodice trimming, they are made up in all sorts of trimmed accessories, scarfs, bags, hat drapes, etc. Beaded bandings for dressy wear show the wooden or rubber beads in Oriental shadings, while porcelain, coral and deep turquoise are used on styles designed for use on light-colored silks and satins. Beaded Cabochons for millinery beaded quills, and even beaded feathers and aigrettes are seen.

The chiffon blouse in peasant cut with trimming of tiny beads is so firmly established in popular favor as to leave little doubt of its continuance for considerable time to come.

Tassels and fringes continue to be a trimming much in use on evening and dressy toilettes. The increasing probability of a general vogue for the harem skirt tends to further stimulate these lines, as the tunic overdress, which modestly conceals the break back and front in the best numbers, is frequently edged with fringe or finished with tassels. Gold and silver tassels have been selling at increased prices for a considerable time, owing to combined

demand and scarcity. Despite the attempts to fill the breach made by enterprising importers, it has been hard to get tassels for scarfs, wraps or dresses at retail for a reasonable price. Popular lines are now being put on the market, however, and there is no reason why next Fall should not see these graceful trimmings in general use.



Embroidered sailor collar, and jabot of Duchess lace with colored embroidery and fine Torchon edging. Shown by Forth, Potter & Co

The sailor collar of sheer organdy, plain and hem-stitched, for wear with a coat, and shown with deep cuffs to match, has done exceptionally well. Although only offered by retailers since the middle of April, it is now seen on the street quite frequently, and a prolonged popularity is assured to it, because it is equally wearable with the plain-tailored, washable coat dresses in vogue for the coming Summer.

Sailors of all descriptions are selling now, particularly since seasonable improvement in the weather has taken place. Every other pattern in the style books shows the surplice fronted waist or other adapted peasant styles which demand the use of the sailor collar. While many of these will be made with the dress, others will be removable, and fichu sailors will prove specially adapted to the new modes.

Sailors range in size and shape from a style that is practically a square sack and front Dutch collar to the very large specimens of shoulder breadth at the back and crossover from ends. Lingerie materials are the rule, but without dickies have also been seen. Popular shades were black and King George blue.

More is expected to be seen of the fichu collar as the weather makes the discarding of coats general. Berthas and shoulder-drape effects are slowly and surely creeping in the wake of the Puritan and Marie Antoinette styles.

The Jane Eyre collar is the narrowest of the Dutch collar types and constitutes a particularly dainty finish for a silk or light-weight challis, cashmere or delaine dress. This small sheer collar is seen in finish Swiss embroidered lawns.

⊙

The Byron Collar.

A modification of the Trouville or tennis collar has taken a form resembling the low roll effect made famous by Lord Byron. This collar is fairly high at the back, the round, turned down sweep ending in a deep pointed front, quite low. Instead of being starched stiff like the regular tennis collar, this style is quite soft and crushable, and edged with an inch-deep Guipure or Irish lace. It may or may not be finished by a dickie to match, bows and jabots being equally good as a finish.

Side-pleated jabots for wear with coats and coat dresses have proved unusually active this Spring.

This particularly smart and tailor-made type of jabot is frequently not washable, but some handsome adaptations in wash styles may be had, both in lawns and nets. Invisible pleat-confining devices have made this number more practical than formerly.

Bows will be much worn, partly on account of the passion for a touch of brilliant contrasting color which is now agitating the mondaine who wishes to be up-to-date. Combinations of such shades as "Kelly" green, cerise, coral and the new King's blue and newer Coronation purple with black or black and white in stripes and checks, are among the conspicuous styles in bows. Satin is the leading fabric, with silk a close second.

Silk and ribbon-knotted jabots with ball and tassel garniture, and all fancies of a similar type are being offered. Floral suggestions, such as ribbon



Novelty Trouville or tennis collar, made entirely of unstiffened materials. Shown by Sanderson's, Toronto

daisies, lilies and dahlias are employed in very attractive forms. Beads are frequently used to trim these dainty jabots.

⊙

Ruchings Moving Slowly.

While the present vogue of the collarless neck has somewhat spoiled the market for ruchings, some popular lines of recent innovations are still enjoying a brisk trade.

Two kinds are noticed. One is the small, close-pleated widow's ruche or cut ruche of white, especi-

ally good in black-and-white, or of Helen pink. The latter will be found very becoming to the complexion. The other sort is the bead ruching. This



Flat collar with new style jabot, tailored effect in pique. Shown by the F. C. Daniel Co., Toronto.

comes in every shade of pearls, in coral and in pearls coral colored.

Improved numbers have pearls with one side flat. These have been exceptionally well taken. Gold, steel grey and coral shades were preferred.

Veilings and Scarfs

Madame Sherry Veil Now Featured Strongly — Rust-colored Effects the Striking Novelty — Chantilly Veils Everywhere.

A veil which may be draped over the hat to fall with long ends at the back, or worn in the head and shoulders, like a motor veil, is being featured. This is the Madame Sherry. It consists of a diagonal mesh typical face veiling over a thin chiffon in contrasting shade. The size is the same as a motor veil, and the Madame Sherry has a satin edge. A very stunning color scheme was King's blue over rust-colored chiffon.

Many veils of the lacy patterned variety are used as hat drapes this year. Also, patterns of surprising elaboration and thickness are allowed to swing loose over the face. A specimen of the former sort of veil had very narrow, silk beading ribbon threaded through the meshes to give a very striking design.

Handsome Shoulder Scarfs.

Black and white effects are also seen, white lace being used on a black chiffon, or black and white laces combined to produce this popular scheme. All sorts of handsome lace shoulder scarfs have moved better than for a long time, their demand for evening wear is almost universal. These include Chantilly point and its imitations, Spanish lace and Venise. A very beautiful silk Venise (imitation) with motifs on a Tosca background, practically indestructible, may be had in scarfs to sell at from five dollars up. A ten dollar specimen was a genuine beauty.

Rust-colored effects are now leaders in face veilings. These come in conservative meshes and chenille dots. A particularly stylish effect is produced by introducing threads of black and white along with the rust color, the chenille dots are also of black in some numbers. This veil has the advantage of being extremely becoming to the complexion, while it has a color scheme which can scarcely quarrel with any other shade in hat or suit. The rust veilings are well worth the attention of the retailer now that veilings in general have waked up and are showing life.

Chantilly lace veils, both in black and white, continue a feature of the season's selling, both as hat drapes and face veils.

Shadow meshes continue to be worn conspicuously in all public places, and their popularity is assured for the time being. Farther than the end of August, however, dealers refuse to predict, the likelihood being that the newer chenille dots will replace them in popular favor.

Shot Effects in New Shades.

A particularly striking effect in a motor veil was recently seen. This was shot with "Kelly" or "Paddy" green on coronation red, the effect being prettily suggestive of fresh geranium tints. Kelly green is one of the most striking notes in motor



Chenille spot veiling, white with brown. Shown by Canada Veiling Co., Toronto.

veils. Coronation red and King George blue following close. Helen pink is also widely featured, and coral is shown, but the latter looks "almost too much," as the shop ladies say. Shaded and shot effects have revived to a certain extent, though largely in high class numbers.

FANCY GOODS NOTIONS and TOYS

Novelty in Leather Goods

Styles of Bags Which are Leading Sellers — Some Tendency to Revive Patent Belts

The Madame Sherry bag in suede is a leading feature at present.

Frames from six inches upward in size are booked for continued popularity next Fall.

The schoolboy bag has been seen in New York, but as yet only in modified form here. It will probably not appear in any quantity till the Madame Sherry has finished its run.

Fabric bags continue to be high style. A reasonable number will give the ordinary dealer's stock the right tone without risk of loss. Velvets are expected to revive in the Fall, but the present strength lies with satins. Many black and white striped effects are being shown by retail stores in large centres. Black satin is particularly good. The new coronation shades are also featured in fabric bags.

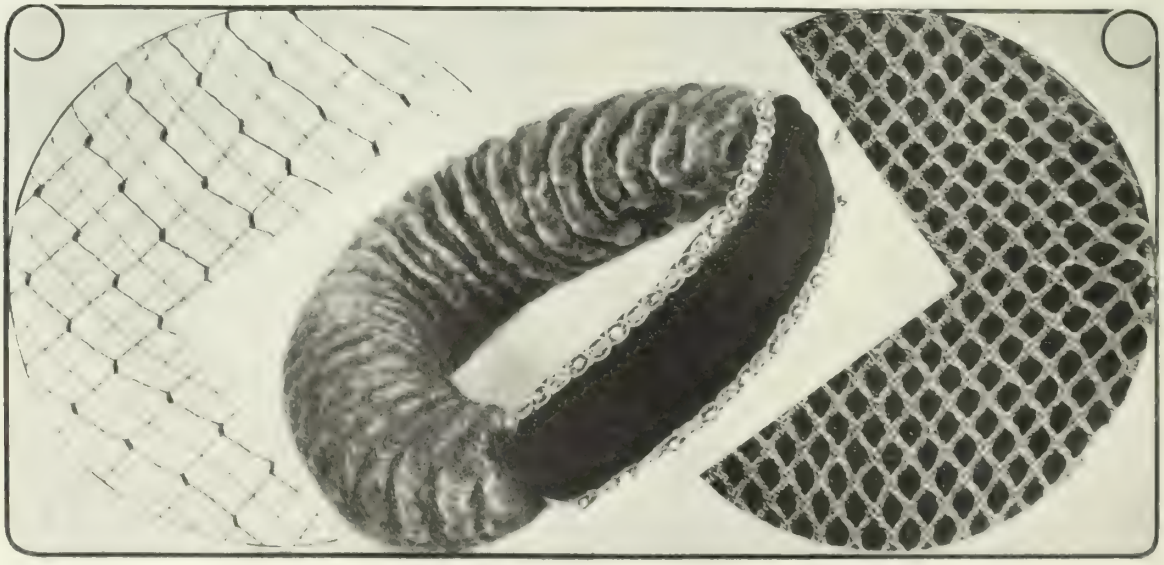
The coronation bag has had an excellent run, both in suede and in fabric, and will continue popular. It is one of the neatest-appearing bags at a popular price now on the market.

Some new German importations exemplified the beauty of the cordeliere in its best form. Braided cordelieres are so long as to admit of being worn over the shoulder. Handsome tassels to match are appended. This style was in shades to exactly match the handsome bag. This was larger than the present popular size, and of the Madame Sherry shape with somewhat squarer outline, and the soft suede pleated into the leather-covered frame. The color was a greenish mole, very soft and handsome.



Suede bags. On the left—Hunter's green, wishbone frame. On the right—Electric blue. Shown by The Western Leather Goods Co., Toronto.

Another imported bag had also a long woven cordeliere with handsome tassels. This bag was in greyish green suede with a flap-over fastening of self.



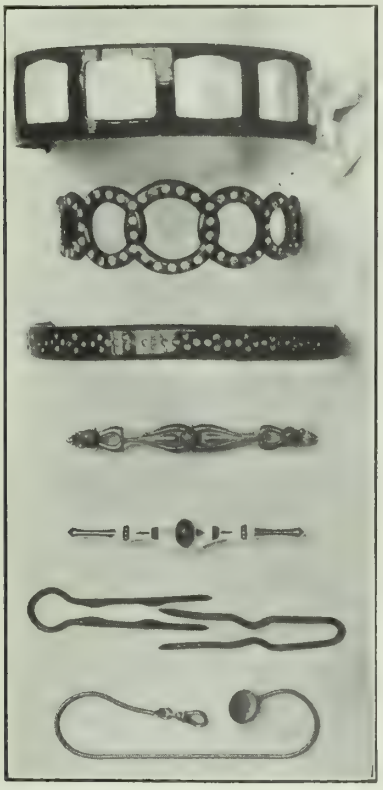
New coiffure nets of gold thread, also combination pad and bandeau, the latter in velvet, ornamented with gold braid and beads. Shown by R. W. Cowie, Manufacturers' Agent, Toronto.

Many Novel Jewelry Lines

Hat-pin Protectors Now on the Market—Coral and Pearl Sales Increasing — Bar-pins Good

Among the most interesting popular lines of recent introduction in the jewelry department is the hat-pin protector. Certain city corporations are making its use compulsory, owing to the danger to which the long protruding end of a hat pin subjects the general public in cars and on the street. This would be a reform in itself besides being beneficial to the trade.

Very dainty and best effects are seen, some of them being quite equal to the handsomest pin and an ornament to any hat. Plainer styles come at low prices, and show a variety of colors, amber, coral and



Summer shirt watch fob, bar pins, unbreakable shell pins, wire inside, and fancy shell bandeaux. Shown by Wrinch, McLaren & Co., Toronto.

shell included. Some have patent lock arrangement, consisting of a small push button and inside spring. Others depend on the tight fit of a fairly elastic or rubber-lined medium to hold the pin in place. Real amber was exceedingly useful and pretty.

Bar pins are showing in the greatest variety of sizes from three inches up being seen. Filigree gilt and silver and semi-precious stone settings are most conspicuous. Dainty enamel settings, especially in tiny floral effects on white form a daity decoration. A few blouse sets to match are shown, but the bar pins which are worn with the Dutch collars are the leading feature.

An excellent display idea would be for the merchant to show a form, with bar pin at the neck, the stone or enamel matching the collar in color. A coral trimmed effect would be very pretty.

Coral Very Popular.

The principal feature of jewelry at present is, of course, the popularity of coral in all forms. Baroque

NAIAD
The Shield that Satisfies



—UNSEEN—NAIAD PROTECTS—

The NAIAD DRESS SHIELD

IS A GREAT

SUMMER SELLER

Naiad Dress Shields sell all the year round, but the summer season is the season when the Naiad is very much in popular favor.

¶ A shield noted for its cleanliness is the shield for summer wear. This is the Naiad.

¶ A shield that is easily and quickly sterilized is the shield for summer wear. This is the Naiad.

¶ The Naiad is easily and quickly sterilized by immersing in boiling water for a few seconds only.

The Naiad is impervious to perspiration—always comfortable—free from rubber—all sizes and styles. Sample book on request.

Wrinch, McLaren & Co.

SOLE MANUFACTURERS FOR CANADA

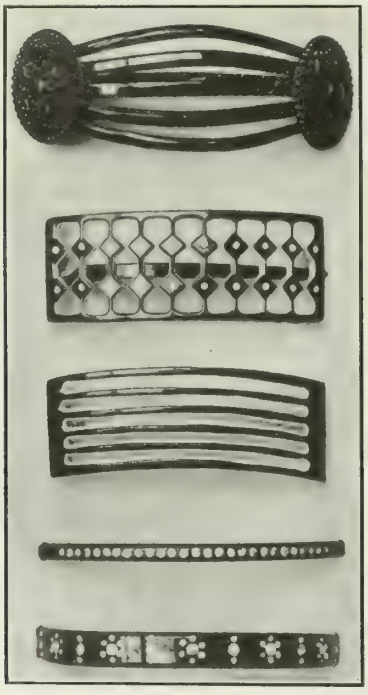
77 Wellington St. W., Toronto, Can.

NAIAD
The Shield that Sells

and plain pearls follow. Rhinestones are also excellent and maintain their place as the favorite setting for hat pins.

Pendants have had a good sale for this trade, and increasing popularity is reported. Pompadour designs, art noveau and filigree are the styles best taken. Very slender chains are handsomely gold-filled and of unusual durability.

Hat pins in spike handle designs, usually of silver filigree with rhinestones are considered newer than



Military barrette, novelty black and white barrettes, and rhinestone bandeaux. Shown by the Smith D'Entremont Co., Toronto.

the flat variety. Pearls, single and in groups, sell well for Summer trade.

Coronation jewelry ideas have had their influence chiefly in the use of the crown or coronet as a brooch form. Very dainty, brilliant settings are seen in this style at thoroughly popular prices. Other coronation styles, especially with pictures of the Royal family and the various medals, will of necessity be only of short duration, however popular at the time.

Combs and Fancy Articles

The cross-stitch introduced last season has proved a good seller. Not only is it used for cushion tops and covers, but it is also seen in designs for use on blouses and for separate bandings to be applied, when finished, as dress trimmings.

Summer porch cushions will be chosen from popular lines of German crash, with easily laundered designs. Stencillings and printed effects prove better and more durable for this purpose than any other style. Merchants who have colleges or large schools in their towns should not forget to feature crests and college colors on banners and covers, as commencement exercises are now in sight. Many visiting friends, as well as pupils themselves, will buy these souvenirs, and prices may safely be fairly large.

Lakeside resorts will, of course, carry lines of sporting goods, such as cork cushions and waterproof covers, and covers with nautical designs.

Bulgarian embroideries are having an excellent sale. Waist lengths stamped with mercerized, washable flosses for the work, are selling well over the counter. These waists are of finest voile and marquisette.

A word to the wise retailer—buy corset covers and other articles of apparel to be embroidered in patterns which do not require too much work. Amateurs who are stuck on their first piece will not return for another. Those lines which are simple, pretty and reasonably priced get the repeats.

New York has produced a novelty which the trade here has taken up and found to be an excellent seller. This consists of black on white pyroxaline combs and barrettes. The strand barrette is particularly effective in this style. Some fancy numbers have rhinestone settings.

Vogue of Beads.

Again retailers are advised to stock beads while there is a sufficient choice, and handsome lines may be had. There is little doubt that the fad for beaded fancy work and dress trimming will be a lasting one, and as it is now strong the retailer will run no risk who buys at once and sells at once. Tiny porcelain, steel, gold, coral and turquoise beads are all excellent.

Every net is individually inspected three times before completion, and all imperfect nets thrown out.

MADE IN ALL HUMAN HAIR SHADES

THE COIFFURA "TIDY-WEAR" HAIR NETS

PAT. REG

REAL HUMAN HAIR
NOTE THE TIGHT HAIR

R 20, $ 9.60 gross
R 22, $14.40 "
R 23, $16.00 "
R 24, $18.00 "
R 26, $34.00

Each net in envelope.

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Decorative Relief for Fancy Show Cards

The Draped Union Jack or Canadian Ensign for the Decoration of Cards Used for Empire or Dominion Holiday Display — How Such Cards May be Effectively Used in Department Displays

(By J. C. Edwards, with A. W. Cressman, Peterboro)

WINDOWS dressed in a careless sort of way, ads. written without thought, and cards executed when the mind was wandering through green fields and not on the work, are apt to make their appearance at this season. They are unattractive. The windows, the advertisements, and the cards are the representatives of the business personality, and as such should not show weariness. They are the pulse of the store and must be kept as near normal as possible, never below; occasionally above does not hurt even if there is a slight relaxation afterward.

The show cards this month should be more of the classy order; cards which tell of newness, exclusiveness and value, not so much reduced price attractions, but more of the refined style. The bulk of the business done should be more of the higher (no sale) order. Show cards and window trims, of necessity, must be along this line.

Relief Decorations vs. Fancy Sellers.

There are many forms of fancy cards; there are cards which are not fancy and yet are classy because they are so entirely plain. This article deals with the relief decoration which is in our mind even more desirable than the fancy lettered or shaded card, the card with the very pronounced colored decoration or the sternly plain variety, for good trims.

In the first place, the decoration is designed and painted on the plain card in very subdued shadings, such as grey on black, white on light brown, sepia on light grey, tan on brown; always very mild and just perceptible enough to break the monotony of the plain background. The lettering then is placed directly over the decoration, thus producing a relief effect.

Should Attract Attention.

A fair sample of this card is shown in the card with the inscription, "Drapey Drapes." This is a grey with a sepia decoration in the shape of a conventional plant design, shaded with darker shades, and lettered in white. The inscription is perhaps a little odd, yet should be attractive and arouse within the reader the idea that the goods displayed are the "different sort"—the soft, drapery materials which the women like to work with, instead of the stiff, starchy kind which arouses the "dander" of the most even-tempered human being.

We have arranged an easy and quickly-prepared display of these drapey drapes, using a gilt urn filled with red poppies and a chair as fixtures, and showing the above card properly arranged. The trim has a tendency to bring out the idea of the easy draping quality of the goods.

The next card we will consider is the other one used in the display, showing a different form of relief. The shades are sepia on grey in the form of a pedestal, with a bowl of palms, the latter being used as a relief for the wording, "Garment Exclusiveness." The reader which follows serves to impress those who read with the fact that unless the garments are exclusive, they are never admitted into the store.

In speaking of a relief card, one might think that the relief referred only to the lettering itself, but this is not so. The relief may be applied to an illustration which is to be brought out more prominently. A sample of this is illustrated in the card "Pretty Serviceable Dresses." This card has a mild decoration in the shape of an exhaler with smoke arising from it, and forming a relief for the mounted cut of a new dress, which we will suppose is in keep-



Ornamental background may be used with good effect in show cards. On the right is a good suggestion for the holiday season; flag used as background for oval card.

ing with the following wording: "Pretty serviceable dresses, with the real flavor of New York fashion."

Writer Should Keep in Touch.

To keep in touch with the times, a card writer must, as well as the window trimmer, follow up current events with suitable cards. The next event of



Housefurnishing display for window or interior, showing use of cards.

note is the celebration of the birthday of the late Queen Victoria on May 24th, known as Victoria Day. The card should bear some appropriate form of decoration, even if the wording does not directly apply to the event itself. The card we have made to



Good card suggestion for Coronation window.

demonstrate this is quite as suitable for any Dominion holiday during the outing season, as it is for the 24th of May. The oval is of matt brown over a draped Canadian flag in colors—red, white and blue—on a half-sheet white card. The lettering of white written with a No. 7 flat brush, bears no shading except on the capital and the minor wording "May 24th—Victoria Day." The words phrased on this card are simply a reminder of the coming event and liable to suggest or draw attention to the suitable articles of wear which should be displayed with such a card.

The next event will be the King's birthday, but the main thoughts for some time now in the minds of publicity men will be the coronation, with its elaborate possibilities.

Enlarged Their Store.

Sinclair & Stewart, Summerside, P.E.I., have added 14,000 square feet of floor space to their store, and held a successful re-opening May 11, 12 and 15. The extension includes the three stores formerly occupied by J. C. Wright, McGougon & Wright, and W. A. Stewart, virtually an entire block. These stores are all connected with the main store by arches, and the removal of partitions. The change enables the firm to make excellent provisions for the different departments. That adjoining the main store is 70x30 feet and is fitted up for ladies' ready-to-wear. Next is the ladies' boot and shoe department, and the men's boot and shoe department adjoins it at the front, while the men's furnishing department occupies a convenient section opposite. The removal of lines carried in the former store has necessarily enlarged the carrying capacity of the latter. The grocery, hardware and china departments have been extended to include the space formerly occupied by men's boots and shoes, men's furnishings, etc. Upstairs the house furnishing department has been extended to include that formerly occupied by men's and boys' clothing. The new furniture department occupies the west section of the newly-added block. The millinery rooms and the offices have also been greatly enlarged.

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for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

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Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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Wool Fancies are Leading

This is Due to the Increasing Vogue of Soft Effects — Variety of Weaves in Serges — Mannish Cloths and Stripes and Checks.

THOUGH an extensive line of fabrics has been put out for the coming Fall, nothing yet shown has touched the popularity of serges. So far, navy blue serges have led the sale, but for present wear cream serge, both plain and pin striped, is selling strong. With certain sections of the trade, tan serges have done well. Serges for Fall are sold in a variety of weaves and weights, but in all of them the demand is for the softer finishes and weaves. Fine foules will be used for dresses, and for suits there are the heavy suiting serges and the cheviot weaves.

With soft-finished rough goods in the first place it is only to be expected that cheviots will stand high. The cutting-up trade is taking cheviots extensively, and cheviot promises to be a leading suiting fabric.

Though the jobbing houses are confining their purchases largely to plain cloths, fancies are very prominent. Paris is favoring fancy effects, and novelty effects are strongly indicated for Fall in that centre.

Mannish cloths in stripes and also checks, Scotch mixtures, tweeds and homespuns are featured, and many handsome novelty effects in black and white are shown.

All fabrics are heavier, and the materials taken run from 9 to 12 oz. to the yard of 54-in. One of the most prominent features is the reversible cloths. Plain fabrics have fancy backs, and cloths with the face in one color and the reverse in another are also shown. Other high novelties include bordered goods, knickers, boucle and look yarn patterns, zibelines, ribbed cloths and thick soft Whitney and ratine effects.

The Fall Color Card

Blue Shades Have a Strong Showing — Tan, Brown and Mode Shades are Also Important —Purples and Greens in Good Position.

The J. Claude Freres' color card is now out, and buyers can obtain from it an idea as to the class of colors the French manufacturers and dyers expect to be good in the coming Fall.

In line with the present selling tendency, blue shades have a strong representation, there being no less than seven distinct series of blues on the card.

There are two sets of lavender blues, as well as a set of purplish navys. The first series consists of a series of cadet shades, deepening into a dark dull gendarme blue.

Three shades of king's blue that are suitable for trimming purposes are shown, and there are two good sky blues featured at the head of the sixth column on the card.

After the blues, the tan, brown and mode shades are of most importance, and of these there are five series. There are three golden tans, the last of which is a rich dark shade that should be very popular. The four reddish browns that appear on the sixth column are good, particularly the last shade of the series, and there are three good shades bordering on tan, but also approaching the fawn shades. Two greyish mode shades and two beavers are also shown, and there is a set of a dark seal brown and a dark fawn.

Fashion is interested in purple, and the card shows quite a list of purple tones, the most interesting of which are the series containing three lilac shades and ending in a purple that is almost black.

There is also a series of bright royal purple that ends in plum, and two bright reddish tones that will be useful for trimming purposes.

The first series on the card is a set of wistarias that will appeal to the better trade.

Green is well represented, the first set showing three light yellowish greens and ending up in three deep forest shades. Three olive shades are next shown, and there is a set composed of a light novelty green and three resedas. Two bright yellow greens and two yellow greens form good trimming colors.

The greys are nearly all dark shades, there being two nickel, two dark greys and two dull iron greys, and in the latter shades are two pearl greys and a set that has a brownish cast.

The most remarkable feature of the red series is that no true pink shades are included. There is a set of coral shades and a mauvish series of two-tones.

The coronation reds are the most prominent colors on the card. The second set is headed by a bright cardinal and shades out into duller and deeper tints of the same color. There is a set of deep fuchsia tones and two copper reds, as well as a set consisting of a bright and a dull scarlet.

Silks, Velvets, Velveteens

Foulards and Tub Silks are Being Vigorously Pushed — Voiles, Marquisettes, Chiffons and Like Fabrics Selling Well for Fall.

During the past two weeks some stores have been offering foulards at bargain prices. These sales have been very attractive and the goods have been eagerly bought up. It is noticeable, too that no borders were offered. Borders are high style and are specially featured as novelty goods.

Now that the warm weather is approaching, another line that is being pushed is tub silks. These are Jap silks with pin stripes in black and color woven into the fabric, not printed. They are selling for Summer blouses and make up into dainty and desirable simple Summer gowns.

Silk and cotton fabrics are selling freely and are shown in printed and bordered goods, as well as jacquard fabrics.

Voiles, marquisettes, chiffons and like fabrics are selling for Fall, as fashion indications still point to the use of these fabrics made up over a soft satin foundation. Soft satins are selling and messalines are now the utility silk. The cutting-up trade has placed big orders for messalines, Jap satins and satin de chine.

Not only are foundations made of these silks, but waists, dresses and underskirts are fashioned of these light-weight, clinging fabrics.

Manufacturers are preparing a big collection of novelty silks for Fall, but at this date it is only a matter of speculation as to their position.

Due to the certainty that the two-piece suit will be a stronger factor, an increased interest in waist silks is looked for. Black and white effects in chiffon taffetas have sold well, and there has been something doing in Roman stripes. The high novelties are warp prints in taffeta and in louisine. These come in striped and in floral designs.

Wool-backed and felt-backed satins have been adopted by the more exclusive trade and promise to be used for dressy coats and evening wraps.

The coming Fall and Winter is expected to see an unusually large outlet for velvet and other pile fabrics. Velvet is much used for millinery purposes, and even for the Summer season velvet facings and velvet trimmings are prominently employed.

Extensive Velvet Demand.

For some time past, moire velvets have been in the lead for millinery purposes. This year it is the old-fashioned, straight pile velvet that will be wanted. Parisian milliners introduced this class of velvet late last season, and the vogue promises to be extensive this year. Another revival is the use of velvet for collar and cuff facings. This is a fashion that has not been in vogue for several years. As buyers are ordering wide widths there is an expectation that velvet dresses will be worn. With velvets selling for dressy wear it is safe to say that velveteens are in a high position; jobbers and large buyers have placed heavy orders, both for plain velveteens and for hollow cut cords.

Velour du Nord is being taken as a cheaper substitute for velvet, and as it comes in weights suitable for wraps and coats it is being taken up by the manufacturers. A very big advance business has been done in seal plush and imitation fur fabrics.

Veiled Effects for Fall

This Vogue Noted in New York — Expensive Brocades Worked Up With Metal Threads — Strong Buying Rough Surfaced Fabrics

Staff Correspondence

Office of Dry Goods Review, 115 Broadway,
New York, May 12

The trade is looking forward to a continuation of the vogue of veiled effects for Fall selling. Therefore voiles and marquisettes will still sell, and their use implies that of messalines and soft satins for foundation purposes. Foreign houses are showing a wonderful collection of printed fabrics in voiles, marquisettes, crepes and other sheer fabrics. Some interest in shown in brocades, but the novelties shown are worked up with metal threads, and are very expensive.

Satin duchesse and felt-backed satins are selling both for suits and outer garments. Though black is the big seller, there is a tendency towards blues and purple shades.

A further indication may be found in the wide use of velvet as a trimming fabric. Black and dark grey velvets are beginning to be used as the trimming for summer gowns. Not only are the hems of cotton gowns of velvet, but velvet sailor collars are seen on gowns of linen and voile.

For summer wear the demand has narrowed down to white serge and pencil stripes, both serge and mohair. The bulk of the orders placed so far for Fall selling are for serges, and this fabric promises to be the best selling staple fabric for the coming Fall. There is considerable demand for poplin weaves and this fabric will also continue its vogue during the coming Fall.

Rough-surfaced Fabrics.

The range of fabrics put out for Fall has been a large one, and so far as the initial buying is concerned, the indications are all in favor of rough-surfaced fabrics. The cloths sold are from 10 to 12-oz. weight and are of the right substance for the production of the narrow skirt and severely tailored coat.

The jobbing trade is placing the bulk of their orders for plain fabrics, but retail buyers are taking more interest in fancies.

Scotch effects are very popular, and included in the new lines of fancies are boucles, zibelines and camel's hair effects in striped and in bordered novelties.

As the buying season advances, reversibles increase in favor. These include plaid, striped and plain backs of contrasting color used with a plain or fancy fabric. Wool velours in 10 to 15-oz. weights are selling, both for street suits and for long separate coats. Broadcloths will have a fair representation, and mannish cloths are doing well, especially with the making-up trade.

ART OF DISPLAY

and

Modern Store Equipment

Busy Month for Trimmers

Stocks Reduced and Profits During June Sales and Window Merchandising — Stimulate Sales by Frequent Changes — Coronation Trims

WINDOW trimmers have an opportunity during June to display more than goods in carrying out different required window trims. Through co-operation with admen it is possible to display enough enthusiasm to carry many departments to a successful conclusion and thereby avoid a lot of clean-up lines, which would have necessarily to follow in July sales.

By this is meant that window trimmers have one of the most strenuous months of the year before them and many sales can be made through sheer force and frequent displays. Ever-changing trims will be necessary in order to pass all lines before buyers, and displays will therefore be simple and changed often enough to bring departments as near as possible to normal conditions.

Obtain Profits Not Possible in July.

Window trimmers are responsible in no small degree and behind their efforts and consequent sales is just that difference between fair profits and actual clean-up prices. It follows that every sale made in June adds just that much extra profit to a season's sales in some departments. Window men work with a two-fold purpose during June. After monthly plans are laid every sale counts and window decorators can take much credit for increased sales or results which bring stocks to such a point that no further attention is required.

Each line in which summer selling is slow or increased stocks are evident must be handled in no uncertain way so that every opportunity is given to the heads to bring sales up or reduce stocks. Automatically they will finish the season and no further clean-up is necessary. In other words, cut prices will not be a deterrent to a satisfactory percentage shown under conditions where trimmers and admen merchandise stocks aggressively during June.

Now it is not always possible to obtain this object on account of other conditions, but windows during this month certainly can be made sufficiently attractive to attain a great deal nearer than is sometimes the case, where trimmers are apt to complain that buyers would only procure some, perhaps more unseasonable, lines for sale in July. From a correct standpoint it is exactly what should be in view, and decorators are only successful in case buyers are given this opportunity. Leave it to them if they buy unseasonable goods.



Embroidery window for R. McKay & Co., Hamilton, dressed by H. Robinson. Piece goods draped on wax figures to show how they look when made, were the feature of this display. These drapes corresponded with fashion plates of embroidery dresses, placed at intervals in the trim. Contrasting flowers were used on each unit and pink satin rosettes completed a striking grouping.



Lingerie window emphasizing June whitewear. This display was 24 feet long. A panelled mahogany background and green p le carpet on the floor were used, and the color scheme was pink and white. Accessories, slippers, silk hosiery, etc., were also shown. Arranged by J. R. Coulombe, for Murphy-Gamble, Limited, Ottawa.

Among those departments usually requiring display during June it will be found, no doubt, that whitewear is the most important. It seems that June is a more propitious month for white lines than in January or February white sales, and that usually greater interest is taken both by customers and help. This is also evident in actual sales and in greeting warm weather it is sensible to feature lines most in demand and whitewear is certainly in this category.

Several Lines Must Have Display.

But there are several other interests which naturally require publicity for reasons mentioned, and these annual events have of necessity developed into three or four-day sales in order to gain results in all departments alike.

No matter what arrangement is made to handle business directly, after King's birthday will find many lines demanding immediate merchandising and display. There are the semi-annual white sale, dressgoods and silks sales, annual sale of remnants, sale of wholesalers' specials, suits and dresses to clear, annual blouse sale and combined with this, preparations for June weddings and offering to interest brides-to-be in outfitting or young men in preparing



Centre ledge and counter display of laces and gloves. Neckwear case is also shown. These are not too crowded and each article or drape stands out clearly. By J. C Edwards, for A. W. Cressman, Peterborough.

All these many lines must be given representation and trimmers have no easy task before them, whether the advertiser combines the events in one or two announcements or as separate sheets of departmental importance.

Holidays a Factor.

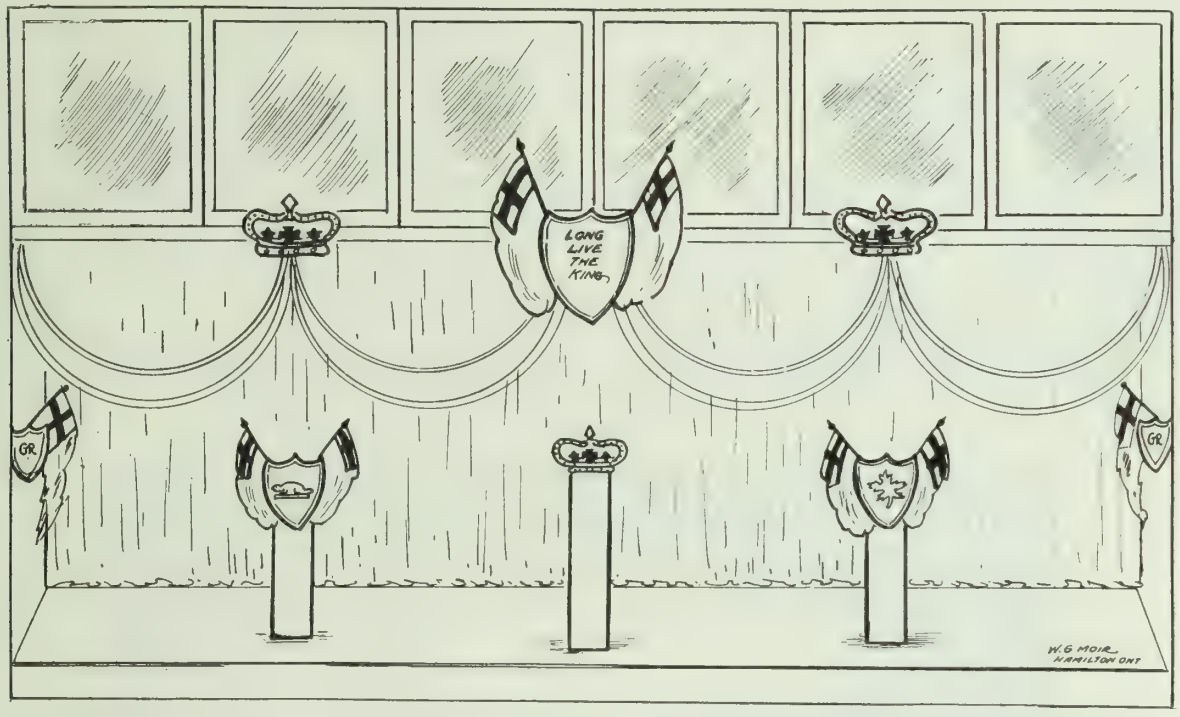
There is also another feature which must be taken into consideration and extra holidays of which June 22nd is one as well as Decoration Day and, directly afterward, Dominion Day, make it possible to maintain prices, although it is still more imperative that extra changes of windows be made to also take advantage of this business. Holidays direct business to ready-to-wear departments and if dress goods and silks are going to be properly reduced to normal this must be considered as an important factor and it is suggested that dress goods be offered during the second week of June. Under the usual

and energy in order to properly merchandise surplus stocks and lines procured at price concessions.

While a number of lines may possibly be sold remarkably close, satisfaction follows, when somewhat slow sellers are cleaned up and a measure of profit allowed instead of percentages being lessened by sales at cost or sometimes less, which often occurs in July.

Hour or Half-day Events.

One of the most approved ways of handling all these lines is to conduct hour sales either Wednesdays or Saturdays or even twice a day during each day of the sale. Necessarily, these hour sale offerings are strong price attractions and windows are dressed alternately, allowing one day's view of an advertised line. It will be seen that two windows must be allotted to hour sales or daily price attractions. Every department should be allowed one or



CORONATION WINDOW SETTING SUGGESTED BY W. G. MOIR, TRIMMER FOR G. W. ROBINSON CO., HAMILTON

Background — Green velour and loops of Coronation ribbon. Outside pillars — Coronation blue. Centre pillar — White and blue ribbon in bars. Floor — White felt. Crowns — Gilded cardboard. Shields — Royal blue mat, with white lettering.

the home. This brings prominently the demand of the home-furnishing section before the public.
June program, windows focus attention on all sale goods mentioned and in order to carry these lines it will be found necessary to have each trim simple, snappy and quickly changed.

Affected by Stocks Bought.

Of course a great deal depends on how buyers fare in their quest for bargains at the wholesale stock-taking sales, but usually immense quantities of specials are bought, which also add to a window trimmer's duties. As these goods are mostly wash fabrics, cottons and similar lines, window space must be allotted and trims made by combining these numbers with slow sellers or clean-up lines in the wash goods section and quoting at a special popular price.

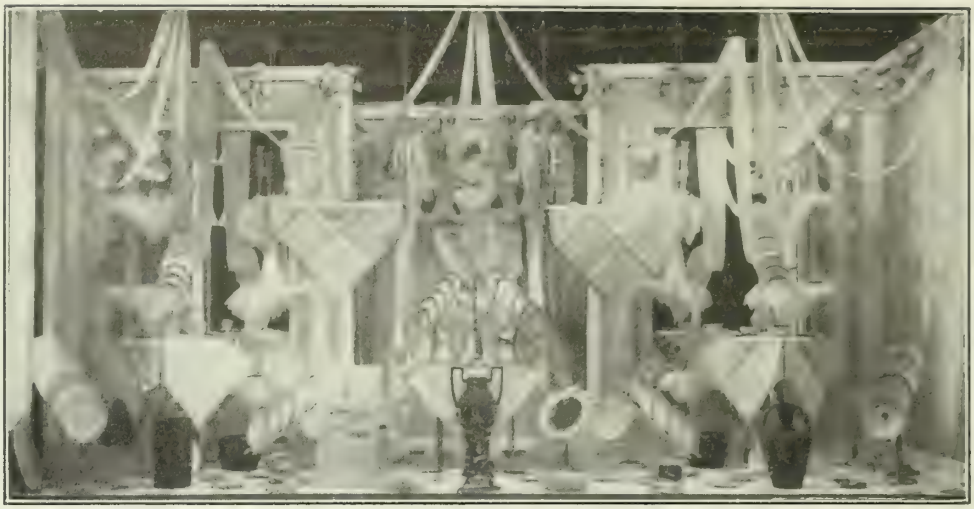
June business must certainly surpass all previous efforts and window trimmers must give extra vim

two offerings of this kind to direct sales to lines prominent in each section. Low price items must be recognized business-bringing lines if every benefit is to accrue from June events.

Displays for Whitewear Sales.

For the first week after the King's birthday, window trimmers can combine on lines suitable for a whitewear sale and also give assistance so that brides-elect can take advantage of facilities in dress goods and silk departments. It will be found that whitewear stocks will divide into suitable prices and it will be possible to dress about four one-price windows, say 89c, $1.49, $1.99 and $2.49, and devote one space to princess slips, bridal sets or high-class pieces at odd prices. Sometimes a whole store front is devoted to whitewear. Interiors are usually done in white and present an airy appearance.

Contrasted with this, and as most brides will select



Fancy china and linen display for bride's shower novelties. Panels can be done in sky blue, yellow or nile, and floral decorations of orange blossoms interspersed throughout. Dressed by Warren Andrews, for the Anderson Co., St. Thomas.

cream for their gowns or traveling costumes, displays will include eoliennes, voiles, crepe de chenes, marquisettes, san-toys or different weight serges and cheviots. Suggestions in allovers, nets, bandings and trimmings are combined in this window. Trimmers will find that cards calling attention to June appointments in dressmaking parlors and knowledge of prevailing styles are necessary in this showing.

In conjunction with this, corset displays again become prominent and windows must show latest models. Dressmakers assist more at this time than usual in completing sales on better styles of corsets.

As part also of an exceptional value campaign, allover laces, embroideries, corset cover embroideries and lace or embroidery edgings and insertions are quoted at odd prices. One window is allowed for a special price, say Valenciennes laces at 2½c or embroideries and insertions at 9½c yard. Usually a line is procured at a wholesale stock-taking sale, which averages well with lines to be cleaned up and makes an unusual price.

In the home furnishing section, two departments enter very prominently in the whitewear sale, lace curtains and white enamel beds. Very often a com-



Counter and ledge display of corsets for demonstrations or holidays. A simple arrangement of busts and styles within the department. By J. C. Edwards, with A. W. Cressman, Peterborough.

bined window is made in June, showing materials for making net bed spreads, bobbinet or sash curtains and dresser or stand covers. About six prices are quoted on lace curtains, and lines suitable for drawing rooms are best to show. Of course there are a great many other ideas in this department of interest to those contemplating matrimony, but those mentioned fit best with whitewear sales.

Cull Dress Goods Stocks.

Closely following this event come the annual dress goods and silk sales. This could be ready for June 15th and run for about three days. Policy and previous successes have educated salesmen that two prices will clean up dress goods stocks and it requires foresight and often nerve to suggest that some qualities and shades have to be included. However, each bolt in stock should be considered and if any doubt is expressed about selling probabilities or if style tendencies make it undesirable, first cut price is best and always higher.

Salesmen will be called upon to use judgment in culling stock and only by anticipating conditions or overcoming this season results will any measure of success be reached. If any doubt is felt, why not offer a chance to clear in the three days' sale? A better idea will be formed and salesmen will be able to speak authoritatively regarding each line and some criterion will be possible as a basis for future prices or style tendencies.

If all undesirable or suitably marked lines are to be offered at two prices, two windows will be required for a representative showing and it rests with trimmers to make the best possible use of these short lengths and clearing lines. Longer pieces and slow sellers are always placed on important stands and ticketed. Good results follow on sale days.

Silks and Remnant Windows.

Another special price event equally important is the silk sale also held now. Not often do special purchase silks feature in this event, as it is too early for offerings of this kind. Windows of Shantung silks, foulards or novelties will show price leaders on quality and value in order to create interest in piece offerings or more staple grades.

For Saturday following, remnants of dress goods could be used in completing a busy week. Some trimmers combine all ends in one window and sometimes if quantities are large or it is thought advisable, short lengths left from the three days' sale are measured up and the entire lot in graded windows at 25, 39, 49 or 69c, reduce dress goods remnants to a minimum. That previous announcements and offerings have created an amount of enthusiasm will be found and it is up to window trimmers to maintain this spirit as late in the season as possible.

Coronation Week.

During the three days preceding Coronation day interest can again be made to centre in ready-to-wear lines. Window displays are necessary and must be placed early in the week to meet clearances of suits and dresses and the annual shirt-waist sales. At this time a determined effort is made to clear all suits and heavier dresses left.

Samples of Price Reduction.

Waist sales will possibly require about four windows to show a complete range. This is an appropriate time to create business on separate waists and stocks will be found complete with perhaps a twenty-five or fifty dozen assortment just received from the factory at a popular price. It will be found that last season's successful sale will add to quick response by customers and earlier selections this year. Other ready-to-wear lines and smaller necessities at this time, belts, gloves, neckwear, parasols and hosiery are shown throughout these principal trims.

Wholesalers' Stock-taking Snaps.

In order to introduce wash goods and sheer white goods it will be found advisable to show occasionally, suitings, delaines, lawns, Persians and organdies. Some trimmers run one-price windows on quantity lots of ginghams and muslins secured at savings during wholesale stock-taking. These windows can be dressed for Wednesdays, Saturdays or hour sales. It will be found that rousing business will result and stocks will show conditions desired. The extra goods bought, added to surplus stocks, give every excuse for displays that create business.

Every window trimmer has numberless opportunities to stimulate sales to unthought of records. Price levers are startling throughout the store if sufficient snaps are procured on the last buying trip of the season, to warrant clean-up prices on lines apt to become unseasonable for another year.

Lines cleared by wholesalers are usually those not likely to be altogether in demand another season and buyers are most often guided by this end of season clearance. Apart from that, window trimmers get new lines to show and price quotations sufficiently strong to attract customers. Sales should be so far ahead that no notice need be paid to extra holidays and consequently less business days.

Two Useful Display Fixtures

Revival of Chop Bowl Stands and How to Make a Glove Circle — Materials and Dimensions — Simple in Construction

Trimmers who care to make their own fixtures can also make a glove stand of 3-8 inch and 1-4 inch brass tubing and discarded cash-carrier wire. If a base is not available, a wooden pedestal serves just as well and the upright is inserted at the centre top.

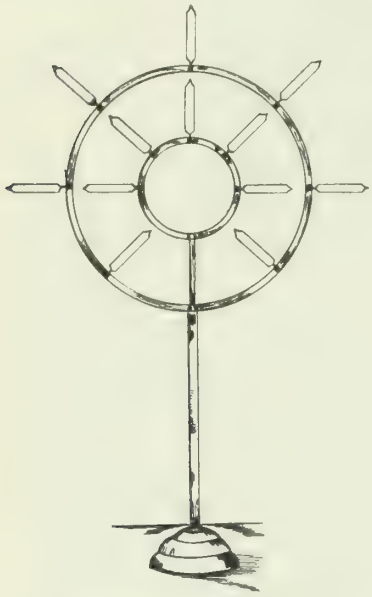
First, the upright can be any height and 1 1-4 inch brass tubing is best. The outside circle is about 36 inches in diameter on a 6-foot stand and the inner circle 24 inches. Any number of glove arms are possible. These are made of wire bent in suitable shape for holding gloves and some trimmers add a small finger like projection so as to show gloves full length. Each of these arms are soldered in place or, if necessary, a small thumb screw can easily be made, which will answer the purpose and make them adjustable. Small sash fixtures are also used frequently.

Trimmers will find all the materials quite handy and with a hack saw, wire pliers, solder and soldering iron, a fixture of this kind can be made, which should not cost more than one dollar each. That is allowing the home-furnishing section full retail price for brass tubing used.

Owing to the interest taken in the revival of "chop bowl" stands for using in connection with

coronation displays, an illustration is given this week of this easily draped fixture. This stand is simply a chop bowl or 20c butter bowl on an ordinary adjustable upright with 6x8-inch base. At present, trimmers attach the top so that it is fixed to any angle until the upright is reached by the edge of the bowl or practically one quarter circle sweep is allowed.

This stand has been in use for a number of years but following the suggestion that crowns made of gilded card are fitted on the top and the idea can be



Glove stand made of ¾ inch and 1¼ inch brass tubing. Each projection is discarded cash-carrier wire, bent as suggested. Trimmers have all materials quite handy. Used by H. C. McDonald, with Murray-Kay, Limited, Toronto.



"Chop Bowl" stand revived for Coronation displays and particularly suited for crowns on each drape. German trimmers have used this stand effectively. Any trimmer can add it to his stock of fixtures.

further enhanced by inserting hatpins to represent jewels, trimmers have been inquiring about it.

In prize windows, German trimmers have used "chop bowl" stands effectively and some of their finest fabric displays are made on this fixture.

Some very simple drapes are made and with the top placed at a correct angle a regular hip-form or skirt drape can be arranged not unlike a half or shell form in outline.

Trimmers are using two materials with their drapes especially, when silks are shown and patterned silks are combined with plain shades to match in keeping with the vogue. In showing shepherds' checks, plain military serge is placed over the top and shows a panel in the drape to the bottom. Long sweeping lines are possible, which is another reason this stand is being used for Coronation displays.

Emblems for Coronation

Designs Shown by Importers — Placques, Crowns, Shields, Coats-of-Arms and Lanterns — Many Trimmers Planning Important Window Displays

Numbers of inquiries have been received desiring information about suitable decorations for coronation festivities, which are being planned all over Canada. Nearly every town of any importance will hold a celebration of some character and merchants are taking advantage of publicity to be gained through this national event, hence the inquiries.

Although it is now impossible to import any further quantities and receive them in time even in cabling for immediate shipments, those decorations which were particularly appropriate are described.

Among novelties, crowns and coats of arms have been the best sellers and although a number of sizes were shown two dimensions have taken. Among different crowns offered, the most popular design is that introducing the cushion base, sceptre and orb. Regular Canadian coats of arms patterns were popular. These were made in gold, aluminum and combined colors, and 18-inch and 36-inch sizes have proved most in demand.

Lamps and lanterns were of numerous designs. Plain or ruby glass in bucket, collapsible effects and cut-out papier mache in colonial patterns have all been bought. Manufacturers of Chinese lanterns have also brought forward illustrated samples suitable for the occasion. One of the prettiest globes was



Coronation window accessories, streamers, crowns, lanterns and emblems, being imported by trimmers for appropriate holiday displays.

box-like, about 7x9x4½ ins., with ovals in each side, showing a picture of King George or Queen Mary amid national flags, crowns and floral wreaths. Cut-out designs lined with different colored paper showing in either side.

Bucket lamps in more expensive designs were made of cathedral glass and fitted with small lamps which burn for three hours. These, of course, are safer than candles.

Different popular prices were asked and samples quoted from 25c to $1.00 each, according to size. Many trims are possible



Sudden Call for Coat Suits

Neat, Plain-tailored Styles, with 26-inch Jacket, are Being Ordered — White Serge Suits Favored — Indications of Good Fall Demand.

THE Spring suit season has been a good one; the very fact that it has been late and cold has been all in favor of a good suit business, and the major part of the repeats received has been for suits. Notwithstanding this, manufacturers were not prepared for a demand that has sprung up in the first warm days for linen coat suits.

When the early samples were shown, a few suits of this class were included in the line. Orders were practically nil, and the trade had no faith in them as a selling line. At the New York openings in February and March there was nothing doing in coat suits, and the Canadian trade passed them up as a dead item.

Perhaps it is because women have become accustomed to a suit for street and informal wear, but the first warm days brought in to the manufacturers a demand for samples and orders followed for immediate delivery.

The suits wanted are those with the slightly shaped-in jacket, 26-in. long, in plain tailored styles with the notched collar, or in semi-tailored models with bands of Plauen lace let into the coat, and with plain tailored skirts.

The materials are rep, cotton suiting and silk and linen mixtures and white, tan and pink, sky and helio are the colors. White and tan are the big sellers, the proportion being in an order of 100 suits, 40 white, 40 tan, and the rest divided between pink, sky and helio.

It is hardly to be expected that there will be a stampede for washing coat suits, but there promises to be a very respectable business done. It is the fact that no one was expecting this business that is bringing it into such special prominence.

Indicates Good Fall Suit Season.

The fact that such a demand is springing up is a most promising indication of a good suit business in the coming Fall.

Summer orders are being placed for white serge suits and for white serges with black hairline stripes. The newest of these have some form of large collars with long revers. These collars are of black satin and braid, or black and white braid, or striped silk or satin.

Though the straight line effect is preserved, more fullness is creeping into the skirts. The skirt with the panel back and front is the cut most favored.

There is very little change in suit styles for Fall. Coats are cut a little longer, but the almost straight effect is preserved. A feature that is expected to develop is the use of velvet for collars, cuffs and facings.

Corset Lines Satisfactory

There Will be Little Change in Fall Lines — Low-cut Natural Figure Models are Favored — The Brassiere a Popular Accessory.

According to the makers who are preparing for the Fall season, there is not to be any change of moment in the new corsets put out for Fall. The present style of corset is well established, and is so comfortable, and gives such good lines that the majority of women wish for no change. There may be a re-shaping or an adding to in individual models, but the underlying figure will remain the same. Even if Queen Mary's taste in dress leads to the introduction of fuller skirts, there is no reason seen in present fashions for any change.

The high bust recently introduced by some manufacturers has not met with any great success, and women are still favoring the low-cut, natural-figure models. The woman who laces in at the waist is hopelessly out of date. No effort is now made to obtain the small waist; it is the hips that are laced in, and the change not only makes for comfort, but also for a handsomer figure.

Even the woman of slender figure wears a long corset, but the corset must support and fit the figure without hampering its grace of movement. The boning must be arranged so as to give a spring and the contour of the corset must run in line with the body movement. The bones do not run to the edge of the skirt, as it would be impossible to sit down in that case, but care has to be taken that they are the right length, and that the cut is so arranged that an ugly ridge is not left where the bones end. Another important point is that no line is perceptible across the bust, showing the top edge of the corset. If such a line exists the corset is lacking in grace of outline.

To obtain the firm, rounded bust so necessary for the proper wearing of the Empire modes, a brassiere is worn. The majority of women, both stout and slender, now wear this accessory. Indeed, few good dressmakers will fit a gown without one.



One of the more flowing models that the summer is bringing into vogue. The gown is of blue and grey changeable taffeta veiled with pale grey chiffon. The velvet band finishing the overskirt is blue and the straight flounces are headed with a pinked out ruche of the silk. New bolero coat with fashion trimmed with pinked out ruches is of the changeable silk.

ROGERS GARMENT TRADE MARK REGISTERED

Canada Cloak Co.

LIMITED

63-71 West Wellington St.

TORONTO .:. CANADA

MANUFACTURERS OF

WOMEN'S, MISSES' AND CHILDREN'S COATS

FUR-COLLARED COATS

WOMEN'S AND MISSES' SUITS

WOMEN'S SKIRTS

ROGERS GARMENT TRADE MARK REGISTERED

Juvenile Lines Selling Well

Extra Repeats Follow Warm Weather—New Fabrics and Dainty Styles are Featured by the Manufacturers.

Even though the season has been backward, misses' and children's dresses have sold well. No matter what the weather, this is a stock that is bound to move. Now that the long-delayed Spring weather is arriving extra repeat orders are coming to hand. The effect of the few warm days of last week has been instant, and merchants are beginning to wire orders, instead of writing, in their anxiety to get the goods into the department.



Paris Model.—Child's party dress of plain and printed fine cotton voile made of a slip of soft satin. Where the plain and fancy fabric joins a satin cord is used to form a trimming that gives an overskirt effect. Silk crochet buttons and a ribbon girdle finished with large loops drawn through silk covered braided buckles complete this dainty little dress.

Merchants throughout the country are paying a deal of attention to this department, as they find that it is a most profitable one and one that is easy to run when conducted on the proper lines. Moreover, it has the property of attracting trade to odther departments. Both mother and her little daughters know the store that carries the smart- up-to-date stock of children's dresses.

The manufacturer spares no pains to secure new fabrics, and to obtain the latest style information from the leading foreign style centres, and an important feature in the progress of this department is the close connection with and the reliance placed by the buyer on the judgment of the manufacturer. It is becoming the rule when special orders are received to turn them over to the manufacturer to fill.

Good orders are coming in for Fall. The dresses which are selling best are those of serge, principally in navy, but also in white and cadet blue. Stripe and



Girl's dress of navy serge, the waist cut in kimona fashion with yoke and sleeve trimming of cadet blue outlined with rows of narrow braid. Shown by the Princess Garment Co.

mixture dresses are also ordered, but the tendency is strongly towards serge.

The bright-colored trimmings known as coronation effects are selling freely; other trimmings used are braids, strappings and buttons.

Styles are exceedingly simple, the kimona waist, with collarless neck and three-quarter sleeves, are the best sellers. The skirts are plain and laid in pleats turning towards the back and forming a box-pleat or panel in front. As a rule, these skirts are devoid of trimming, just turning up with a deep hem. This is a style that appeals to the mother, as the skirt can be easily lengthened.

The June Dress Demand

Simple Styles in Chambray, Gingham and Fancy Cotton Fabrics — Marquisettes in Dainty One-piece Dresses — Some Touches of Color.

During the June sales the stores will make a big feature of simple morning and street dresses of chambray, gingham and fancy cotton fabrics. These can be bought in acceptable models to sell from $1.35



Smart gown of black and white. The dress is of white liberty satin, with scant flounces of point Milan. The overskirt of black and white surah gives the new winding drapery outline. Half of the bodice and shaped flounce that trims the tunic is of point de Venise Cincture and sleeve trimming is of black velvet, as is also the line of covered buttons that trim the side of the skirt.

up to $5. The values are surprisingly good and the styles are neat, the dresses being both well cut and finished.

In lingeries, mull, lawn and embroidery models are confined chiefly to the cheaper grades. In better goods marquisettes and voiles are the decided leaders. Marquisettes can now be had, and hand and embroidered marquisettes made up in dainty one-piece dresses in straight line and overskirt effects will be big sellers. Heavy laces, such as Venise and Cluny, are more used than Valenciennes. These laces are combined with wide bands of embroidery done on the marquisette, and the wider these embroidery bands are, the better the gown sells.

Many dresses are touched with color, but white leads for Summer wear. The butterfly waist, the collarless or Dutch neck and the three-quarter or shorter sleeve are the big features of this class of dress.

Cotton voile and marquisette dresses will sell for party wear during the coming Fall, and voile especially is regarded with high favor for the Spring of 1912.

Party dresses and dresses for evening wear are made of silk marquisette over satin de Chine, and trimmed with wide bands of handsome embroidery. As a rule, these embroideries are worked in black Brussels net in harmonizing colors.

Piles of snowy whitewear, particularly when they can be obtained at a reduced price, have a strong fascination for feminine buyers. Therefore, whitewear sales have in themselves a strongly inherent element o fsuccess. June is a particularly good month to hold a whitewear sale, coming as it does, just before the heated period when constant changes are necessary, both for the sake of health and comfort. Women, too, are preparing for Summer outings, and are glad to take advantage of the June sales.

Sample lines, soiled goods, lines that are badly broken into, form the nucleus of the June sales, but it is possible to obtain fresh new stock to sell at close prices that will greatly add to the drawing power of your sale.

These garments are the production of makers who specialize on the making of such goods, firms who aim to do nothing else but make leaders and furnish material for the holding of special sales. The garments are well cut, made of good cotton, and trimmed with good quality laces and embroideries. Garments of this class can be used as leaders all the year round, or form an excellent basis for a special sale. Their use will draw customers to the department and will help to clean up the regular stock or to force out slow-selling lines.

The needs of the June bride are to be considered, and a carefully chosen selection of garments adapted to the practical needs of the bride's trousseau should be made a prominent feature of the June sales.

Not only bridal sets should be shown, but graded outfits at specified prices should be arranged, consisting of all the underwear a bride would need, and the price could be graded according to the number and quality of the garments.

Separate Coat Novelties.

The high-class ladies' tailoring trade is showing smart short coats of soft satin and changeable silk to wear with the Summer gowns. There are many made up on the Incroyable bolero fashion, and shirred into the waist line with cords, leaving a gathered edge as a finish. Other models have long postilions or sash-like ends, and are trimmed with pinked-out ruffles of the silk. These models are very high style and are only mentioned because of their possible bearing on future styles.

For Summer wear the trade is asking for motor and slip-over coats of tan linen and cotton suitings, suitable for motor wear. These are made to fasten up to the neck, and are cut on loose, comfortable lines. The backs of some are straight and not a few models have the Raglan sleeve. Some are belted across the back and have large buttons on each side to hold the belt.

There promises also to be a considerable sale of tussah coats.

For the Midsummer Sales

Likely to be Good Supplies of Staples and Whitewear — Weather Affects Spring Dress Goods.

Staff Correspondence

Montreal jobbing houses predict plenty of supplies for the coming Mid-summer retail sales in staples and whitewear. Retail stocks are still in good order, owing to the long-continued cold weather which prevented people buying up Summer-weight materials, as usually happens, long before this time. Consequently, there have been few repeats as yet, and wholesale stocks are, in some cases, almost unbroken.

Supplies in cottons are in good condition, as are also those in sheetings and similar lines. Prices are higher than last year, and will probably not go down at all. The general impression is that there will be little change until after the first of October.

Blouses are not largely stocked at present. Styles change so rapidly that manufacturers will not turn out any lines in large quantities, even if the wholesaler would stock them, which he will not take the risk of doing, but all the wholesale houses have fairly complete stocks of material for the manufacture of blouses on hand, which can easily be made up at short notice.

The weather has affected Spring dress goods. People have found it much more comfortable to wear light-weight Winter garments almost up to the first of May, when the weather took so marked a change that they are now buying cotton and other Summer goods, and Spring materials have not been largely taken, so that both wholesaler and merchant have unusually large supplies of these to clear out.

Linens are not likely to feature largely in the Mid-summer sales. For this, the falling off in supplies of Russian flax, owing to the fields devastated and left uncultivated since the war, is largely responsible. Stocks in linens have been clearing out gradually and with firm prices now prevailing, and the certainty of a coming higher rate, jobbers generally do not anticipate any important linen "sales."



Fall coat of blue serge in Empire effect, trimmed and lined with black satin, black crochet buttons, with small buttons and loop trimming.

—Courtesy of John Northway & Son, Limited, Toronto.

Novelties Featured in Lingerie Lines

Tailor-cut Underwear Void of Fullness or Frills — Black Ribbon Velvet as Petticoat Trimming — New York Placing Heavy Orders on Seal Plush and Caracul Coats — New Fall Styles in Separate Coats — Waist Models

Staff Correspondence

Office of The Dry Goods Review,
115 Broadway, New York, May 11, 1911.

THE lastest novelty in Parisian imported lingerie is the tailor-cut underwear, which is void of fullness and frills. It is made of the sheerest linen lawn and is trimmed along the edges with tiny narrow bands of fine-striped linen, pink and white, green and white, ciel and white, helio and white, as the taste of the wearer may dictate. The nightgown is cut with long, easy-fitting sleeves without a particle of fullness where it is put into the arm-hole, and is held close at the wrists by a narrow-striped band, which buttons close. Below the band is a curved part that falls in a rounded point over the outer hand, also edged with a narrow bias band of the stripe.

The low round neck, set with a few gathers in the middle of the front and back, is also edged with the stripe, and a narrow stripe of the same ties it under the bust. A quaint night-cap, also trimmed with the bias stripe, goes with the set. The chemise follows the same plain cut and has no fullness either back or front, but opens on the shoulders and is edged round by the striped bias fold. The drawers are gored and are set into a perfectly-fitting yoke. A straight flounce, with a scalloped edge is set on as the trimming, the edge of the flounce being scalloped and bound with the bias fold.

The French women are adopting the long-sleeved nightgown. These gowns are of the sheerest lawn and the sleeves are cut as described above. Often they are finished with a ¾-inch band of lawn hemstitched on each edge, through which is drawn a running ribbon, which shows a hint of color through the transparent fabric. This running ribbon is pulled through worked holes at intervals and tied in flat bows. Wider ribbons used in the same way, draw in the fullness of the drawers and tie in a bow at the outer side, making a charming finish.

More elaborate underwear shows hand embroidery and scalloped edges, in addition to the ribbon used in the manner described.

This is the extreme French mode, but besides there is no lack of handsome lace-trimmed and embroidery-trimmed sets showing. Thus a set of exquisitely fine batiste is trimmed with row upon row of fine Valenciennes lace set into the yoke and sleeves. The drawers are of the jupe pantaloon model, that is, in one piece from the waist to the knee, without a ruffle, and fitted at the waist exactly like a skirt, and the chemise is made with an inverted pleat at the back to do away with any unnecessary fullness.

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Messaline the Favored Petticoat Fabric.

The softer the material of the petticoat the better for the narrow, clinging skirt worn now. The latest petticoats are very smartly cut and beautifully finished. There is not a particle of extra fullness, but ample freedom in walking is provided for. The new skirt is gored to below the knees, and is continued by a 5-inch knife-pleated flounce.

A new petticoat trimming is a flat silk fringe. A jersey top skirt has a pleated flounce of messaline, over which falls a 6-inch fringe to match. Another new model has the frill caught into a band at the bottom as well as at the top.

Black ribbon velvet is the latest petticoat trimming. A new model that hugs the hips closely has loops of black velvet ribbon stitched to the centre of the accordion-pleated frill, through which a flat fold of silk is run and the lower edge of the frill as an applied band of the velvet. The approved petticoat colors are emerald, cerise, Copenhagen and grey, with black as usual staple.

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Summer Styles in Coats and Wraps.

Manufacturers are now preparing for a Summer business in pongee and linen coats. Up to date the favorite coat has been the one of navy blue serge, and orders are still coming in for them. The coats selling are cut full length, and to give the long, straight lines the large collars are made of moire or satin or are trimmed with black and white or blue and white striped silk or broad black and white braids. The satin coat has been quite a success, but is now being duplicated in cheap fabrics, which promises to kill the vogue of this fabric so far as the coat trade is concerned.

Very large orders have been booked for seal, plush and caracul coats for the coming Fall, and it would appear that their vogue will be greater than ever Some of these garments are fur-trimmed and all are so made as to closely resemble a fur coat. A few three-quarter length coats have been shown, but the big success has been scored with the full-length models.

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Children's Wear.

Children's wraps partake in a large measure of the styles of their elders this season. The Empire coat models are particularly suited to childish figures and some lovely little coats are showing made of tussah, serge or mohair. Lingerie or lace collar and cuff sets are much used, and the sailor shape, with eyelet work and an edging of Valenciennes, is specially effective.

For the small tot the smartest designers are showing dainty pique and lingerie coats of straight cut lavishly trimmed with hand embroidery. Some of these lingerie coats are trimmed with eyelet embroidery and Cluny and are lined with pink or blue China silk.

Empire dresses for two, three and four-year-old girls are trimmed with Valenciennes or baby Irish and dainty sprigs of hand embroidery. Other dainty dresses are rep, trimmed with eyelet embroidery and are made in kimona style.



Divided skirt of white serge. The blouse is of fine cotton voile with sailor collar and cuffs of colored voile.

Pretty Waist Models.

Summer styles are now out and, notwithstanding the large distribution of marquisette waists, the indications are that the demand will grow still larger as the heated season approaches. Not only are elaborate hand embroidered models selling, but semi-tailored models cut in butterfly and semi-butterfly effect, trimmed with heavy lace or with colored hand or machine embroidery selling.

The new note in lingerie models is the free use of colored embroidery. Not only are colored patterns worked upon lawn or batiste used, but the trimming laces have threads of the same color worked into them.

A good deal of attention is given to the buttons, and not only are crochet buttons freely used, but many fancy pearl buttons are used, some of which are colored.

The peasant waist still leads, but many models show the sleeve set in underneath, and this cut is favored as it gives a neater fit and more comfort. Only staple numbers show the long sleeve, the three-quarter sleeve strongly predominating. Novelties show the elbow and also the shorter sleeve. The Dutch neck and collarless neck show strong signs of being almost universal during the next few months.

Pretty models in cotton crepe, in lawn, linens, batiste, percale and Madras are showing. These waists are trimmed with linen laces, Valenciennes, and various colored fabrics and embroideries. Sailor collars are made of lace, embroidery and of fancy printed materials. Dyed linen lace and soutache braid is also used.

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Marquisette Favored for Summer Dresses.

Smart one-piece dresses of satin or serge are becoming popular, and a new fabric that is growing in favor is etamine. Many etamines are bordered, the border being used in place of trimming. A dress of this fabric in blue had the border of large green dots and the cutting was so cleverly managed that the dots formed a line up both skirt and blouse, giving a buttoned-up effect from neck to hem, surplice fashion. The top of the kimona waist was of the dark blue, the lower part being of the border, and on the sleeves the border was put on to form the cuff. The narrow, round yoke, and the under-sleeves were of filet lace, the yoke being finished in front by a neck-tie of green silk, threaded through black crochet rings to keep it in place.

A foulard gown is now indispensable in every wardrobe, as it is the coolest and most dust-resisting of all Summer silks. Black and white striped patterns are the first choice. Foulard dresses are all made with the waist-line raised and the black satin is, as a rule, used to trim the many striped gowns worn. The stripes run vertically until below the knee and from that point they are horizontal. The collar of black satin comes to a point at the back, and below the satin one is another collar of foulard of the same shape. Below the collar are revers, and the V in front is filled in with Venise lace, and a flounce of this lace goes over the top of the sleeve. The sash or girdle is of cherry red satin edged with black and white and there is a stiff little bow and loops added as a finish behind. Other colors, such as coral, Empire green or bright blue, are substituted for the cherry as the girdle color.

Messaline, soft satin, printed crepe, marquisette and voile are all fabrics used for afternoon frocks. As a rule, dresses of this class are made with the three-quarter sleeve and the collarless neck. Marquisette has been universally adopted, and many of the smart lacy frocks of the season are either of cotton marquisette or voile. The Summer gowns are elaborate, and marquisette is often made up over printed chiffon. The fabric is tucked and elaborated with lace and heavy embroideries. Color combination also plays an important part, and a white marquisette made up over a chiffon printed in pink and green will have the girdle, the hem, and a fold above the knees to simulate a tunic of Empire green or some other bright-hued satin. Ball fringes are very much used to edge the tunics.

Embroidered marquisette will be one of the most favored fabrics for Summer gowns, as it is more serviceable and much smarter than mull, and even when made up in the simplest style makes an elegant gown. This fabric also forms a beautiful background for color and the new bright blues and greens look particularly well with it.

All the new lingeries, whether of mull, marquisette or voile, are made upon the simplest lines, and are loosely fitted, for the gown fitted close to the figure is not considered smart at present. The skirts are scant, but are not at all tight, and the bodice blouses slightly, the waist-line being defined by a band of heavy creamy lace. The front of the waist is embroidered and there is a band of the same embroidery around the skirt, and the wider the band the more fashionable it is.

Tunics are favored, as they make the wearer look taller, and it is the tall slim figure that is so fashionable now. The tunic of to-day falls in long straight lines and is reminiscent of both Greek and Oriental sources. Though modern in effect it retains its classic grace and softness of fold.

Heavy Venise or linen laces are more used than Valenciennes, and dainty Venise yokes define the collarless necks, and often there is a turnback cuff of the same lace finishing the short elbow sleeves. Crescents, dots, spots, cubes and angular motifs done in heavy padded work in white or color are the favored embroidery patterns.

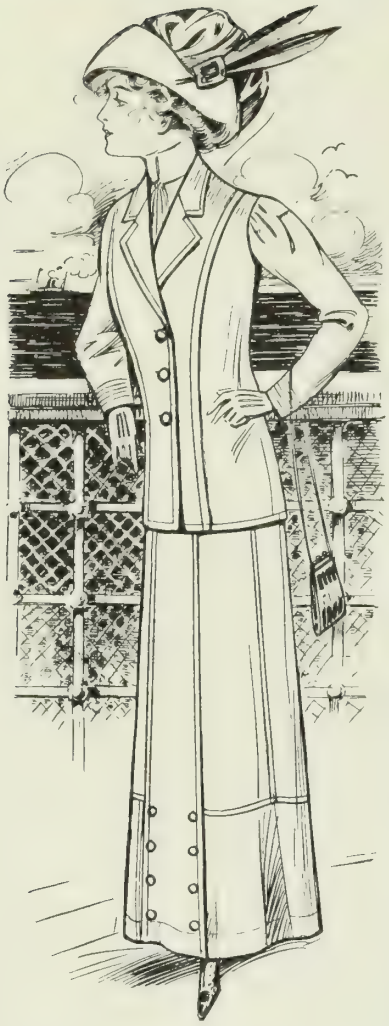
Evening gowns are now carried as a continuous line in all the larger stores. Silk marquisette or voile over a slip of messaline or soft silk is the prevailing style. A dress of white messaline had a long tunic of cerise voile embroidered with gold, and with the high waist-line defined by a gold cord with fringed knots and pendant ends. There was a shallow yoke of point Milan outlined with narrow pipings of black satin and the turned-back cuffs to the elbow sleeves and the hem of the skirt are all of black satin.

Another very smart evening gown is of grey and white striped marquisette over a slip of rose colored silk—the silk in a deep winey color. The plain, straight skirt is slashed up each side and shows the slip, the edges of the slit being trimmed with a line of silver galoon. The kimona waist is half of silver net over rose chiffon and half of the striped marquisette edged with the silver galoon.

Crepe is being used for many simple evening gowns, this fabric being chosen for its wearing qualities as well as its soft prettiness. Rose pink, maize, sky and helio are all favored, and these crepe dresses are made as simply as possible



Semi-Empire model in natural pongee, with facings of black satin and strappings and trimming of Bulgarian embroidery



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CANADA'S PIONEER COAT SUIT HOUSE



No. 4 Black and white box turban, white bachelor feather, bandeau and mount. For details of construction see page 52.

Blue Favored in Going-away Suit.

The smart coat is very straight cut and is usually 24 to 26 inches long, though some models are as short as 22 inches. The coats are cut round in front and are embroidered in satin cord and braid embroidery. Many of them fasten with just one large satin-covered button. As a rule, collars are large, and the much-worn sailor is giving way to the newer fichu collar. This shape comes to a point at the back and is cape-like in effect. Other models are collarless and either have one large rever from which springs a large one-sided jabot of lace.

Many suits of serge or worsted fabrics may also be classed as dressy suits, as the collar, arms and cuffs are trimmed with plain or embroidered satin, braid or moire. These suits have the 24 or 26-inch coat, and the skirts are comfortably wide, though they are still cut on very straight lines. About 2½ yards is the accepted width for the smart suit or separate skirt. Many skirts are made with the panel back and front, and a much-liked feature is the panel sash at the back hanging loose from the skirt.

Navy blue serges predominate, but black and white, grey and tan mixtures, shepherd's checks and black, blue or grey-striped fabrics are well worn. Hairline stripes are also good. There are strong indications that white serge suits, or suits of white cheviot or etamine will be much worn later. Many of these white fabrics are pin-striped with black and there promises to be a particular run upon suits of this class.

Many of the June brides are choosing blue for the going-away gown. A dressy suit that is intended for a society bride seen in one Fifth Avenue store was of dark blue serge, trimmed with dark green face-cloth, heavily braided with black braid, and the buttons used are of dark blue rimmed with green. The skirt has a panel front and back, at the foot of which is a broad piece of the braided green cloth headed by a serge band and buttons.

The short-waisted little coat has the band idea cleverly carried out at the back and front, and is fastened over to one side with two buttons, the shawl collar and the deep cuffs being of soft taffeta in changeable blue and green. To wear with this suit is a blouse of blue chiffon over green silk embroidered in heavy blue floss. There is a tiny round collarless yoke and cuffs of Irish crochet lace to give the needed finish.

Fashions at the Horse Show

Many White or Cream Gowns Worn at Montreal Event—Lady Evelyn Grey in Toupe Satin with Draping of Toupe Chiffon

(Staff Correspondence)

Montreal, May 13.—The presence of vice-royalty on the opening night of the horse show assured it a fashionable success which has continued right through the week, and the arena has been the centre of attraction for all members of society who had not already left for Europe, or who were not prevented, through mourning, from being present. The three performances each day, and many ladies have attended all three, have given opportunity for a regular panorama of fashions.

Her Excellency, Lady Grey, was not present on the opening night, but Lady Evelyn who did the honors of the party, was wearing a gown of taupe satin with draped overdress of taupe chiffon, and a short maline ruff of the same shade. Her hat was deep red, the front of the crown hidden by deep coral and dark red sweet peas, while a huge bow of black satin ribbon was placed at the back of the crown. Miss Sears, of Boston, who was Lady Evelyn's guest, wore a gown of black embroidered chiffon over white satin, trimmed with bands of black chantilly lace, her hat being a leghorn trimmed with black plumes.

A great many white or cream gowns and costumes were worn, some of the former shading off into deep biscuit tones. Tailored costumes of cream serge, or cream suiting with hairline stripes in black were made with silk collars in cream or black, some very narrow with almost imperceptible revers, others with shawl or sailor effects finishing in long points. Very few of the younger women wore black, and in most cases, black costumes worn by the older ladies were relieved by trimmings or touches of white or color. Grey was a favorite and one of the daintiest toilettes was one of a dark old silver tint worn by a silvery-haired old lady. The gown was of rich, soft satin, beautifully embroidered in tones of grey, touched up with jet beads in several sizes. With it she wore a bonnet of silver gauze made over grey chiffon and trimmed with a white and silvery grey osprey, and a wrap in one of the new fanciful Eton effects in dark grey heavy lace with trimmings of heavy grey ball fringe.

Several grey costumes were shown in grey tweeds and fine suitings. Navy blue was a favored color in suitings and serges, sometimes with a faint hairline of white.

Blues in all tones were in evidence, those shading on to the cobalt and Royals, leading after the very dark navys. There were also a number of gowns in red tones, coral reds and old rose. One costume of very dark navy foulard had the high-waisted skirt of plain navy whilst the bodice was navy spotted with white, made with large revers of coral satin. Several pretty silk muslins in bordered designs made dainty summery gowns, the trimmings being entirely of lace, with ribbon girdles.

Sleeves were all short, elbow or three-quarter length, in kimona effects with lace or net undersleeves in white with borders to match the prevailing tint of the gown. White gloves were almost universally worn in kid, although on the hotter nights especially silk gloves received their share of attention with cream and biscuit colored gowns which they matched in tone.

Favor was about equally divided in shoes between the patent and velvet varieties, several ladies wearing very sheer silk stockings with low velvet shoes or pumps. Oxfords were almost all of patent.

Drastic Remedy for Over-production Evil

Garment Manufacturers in Convention Adopt Resolutions of Interest to Retail Trade — Carrying Made-up Stock to Anticipate Demand is Detriment — Style Recommendations for Fall of 1911 — New Features Noted

AT the semi-annual meeting of the National Cloak, Suit and Skirt Manufacturers' Association, held recently in Toledo, O., not only were the heads of the manufacturing houses connected with the association on hand, but a large number of designers and salesmen were present. Another year, the holding of a salesman's day is contemplated.

The first day, as usual, was devoted to the business of the association. The Welfare Committee submitted a number of resolutions all of which were voted upon and carried. They are as follows:—

Over-production is an evil in all branches of an industry—to manufacturers, to employees, to retailers.

Over-production in this industry comes from sample lines, cancellations and returns of garments from merchants, and from stock cut ahead by manufacturers to anticipate retailers' needs. General understanding and united action is the only possible remedy.

Resolved. That carrying made-up stock to anticipate the wants of the retailer is a practise detrimental to the best long-time interests of the manufacturers and the retailers, and that the members of this association will not, hereafter, cut stock for Spring after March 1st, and for Fall, after September 1st.

Resolved, that no order will be accepted, whether regular or special, without a specified allowance of, at least, thirty days from the date of the receipt of order for the completion of the manufactured product. That orders marked "as soon as possible" shall be deemed to be in violation of this resolution.

Advance orders for Fall will be accepted only with rights of delivery by manufacturer up to October 1st.

Resolved, that no goods will be shipped on consignment. That any goods which may be sent on memo, if retained by the customer for a longer period than two days, shall be considered an absolute sale.

Resolved, that no cancellations for merchandise will be accepted after garments are cut.

Resolved, that no price reductions will be made on merchandise in the Spring prior to May 1st, and in the Fall season prior to December 1st.

Resolved, that sample lines shall be sold in their entirety, the complete line of suits to be considered a sample line, and the complete line of coats to be considered a complete sample line. The discount shall, in no case, vary from the following:—Suits, 25%; coats 20%, and it be further resolved that the delivery of these sample lines shall not be made prior to March 15th, for Spring, or September 15th for Fall.

Resolved, that a complete line of samples of ladies' and misses' garments to be shown on the road in the Spring or Fall season shall not exceed 40 suits or 60 coats.

STYLE RECOMMENDATIONS FOR FALL, 1911.

SUITS:—The prevailing length of suit jackets for Fall will be approximately 28 inches; shorter lengths favored for demi-tailored or fancy models; the strictly tailored styles may be somewhat longer. The cut of the jacket will be slightly shaped, but so treated as to emphasize the straight line figure. Large collars, deep cuffs and the raised waist-line effects will be features of trimmed suits.

SKIRTS will be cut with more fullness than last season, but will adhere to the straight line effect; the moderately raised waist-line (with inside belting) and the panel front and back gaining in favor.

COATS:—Separate to be full length; cut on straight and slightly shaped lines; novelty effects to consist of the raised waist-line, some belted effects, large collars and deep cuffs, and some peasant sleeves.

SKIRTS:—The tendency of separate skirts is toward strictly tailored effects. The panel idea and low tunic to be given prominence.

An additional style feature is the slashed effect shown in many of the coats, suits and skirts.

Advertising Talk and Style Exhibit.

At the evening dinner which the members attended, Robert E. Fowler, advertising manager for the Printz-Biederman Co., and S. Davis, advertising manager for the Cohn-Goodman Co., gave most interesting talks upon advertising.

Saturday was devoted to the holding of the style exhibit on living models. The models were unmarked so that there could be no question of bias on the part of the style committee.

There was a much more complete exhibit of coats than suits shown, the explanation given being that the sample pieces of fabrics for suits had not yet come to hand.

Nearly all the models shown were full-length and were cut on straight or slightly fitted lines. Some models showed the Empire effect by having the waist line shortened. This was accomplished by cutting the skirt and waist separately and joining them a few inches above the usual line. In other models a wide belt effect or the manipulation of trimmings and buttons gave the required Empire effect.

The kimona cut was also noted, the sleeve being finished with a deep cuff matching the collar trimming. The regulation coat sleeve was the one most used.

New Collar Features.

Collars were a decided feature and formed the chief trimming effect. The newest collar is the new

fichu or hood collar forming a long point ending with a tassel at the back. Sailor collars were also numerous.

A new feature is the use of velvet for the collar, cuffs and pocket flaps. Velvet has not be used for this purpose for many years and comes with the full force of a high novelty. Other facing fabrics are satin, moire and braid, in the order named.

Buttons are prominent and are selected to harmonize with the cloth. Rimmed buttons with cloth centres are again seen, and for suits, in particular, more use is made of the covered button.

Double-faced Fabrics for Coats

The new coat fabrics are heavy, and a very large proportion of the coats shown were of double-faced fabrics. Plain colors with plaid backs, fancy mixtures with plain backs, and plain fabrics of two solid contrasting colors were seen. Scotch effects, boucles and zibelines were very prominent, and there was a marked absence of smooth-surfaced fabrics such as broadcloths. Several velour and plush models were shown.

Evidently the making-up trade strongly favors tan and golden brown, and some rich mixtures having these colors for a ground were shown. Grey mixture and black and whites, often with a thread of bright color woven in, came next in favor. Blue and green and blue and black mixtures were much in evidence. Navy was freely shown, and black was good.

The coats made of double-faced fabrics were trimmed with the other face, and this face also took the place of a lining. Partial linings of the cloth was the prevailing rule.

Suits and Skirts

More dressy, or what the trade term demi-tailored suits, were more prominent than the plain tailored models. The plain-tailored suits were, however, exceedingly smart.

The large collars were finished with long shawl revers and were of either velvet or satin, or were edged round with wide braid. The straight line was slightly modified just enough to escape the severity of the extreme straight line. Some suits were of modified Empire type but the majority showed the former cut.

The panel back and front and pleats let in to give more fullness was the approved skirt model. Some skirts showed the raised waist-line with an inside belt. Mannish cloths in fancy mixtures, rich browns, soft greys, dark blue and black being the chief colors, were overwhelmingly in evidence. Heavier fabrics were used, and some suits were of double-faced cloths. Several velvet suits were shown.

The separate skirts were strictly tailored; panel front and back and simulated tunic effects being the leading styles.

Can Alteration Problem be Reduced?

Cost of Making Changes is Serious Charge Upon Some Ready-to-Wear Departments — Buyers and Manufacturers Not Satisfied — Hint From Solution as Worked Out by Corset Manufacturers

STYLE and fit are the two chief selling points in a ready-to-wear garment. As the art of making garments becomes more perfected, buyers become more critical and demand a higher style type. They are more critical, too, about the fit, and as garments are more carefully cut, fitted and finished than they were even a few years ago, they have a better appearance and are easier to alter. Another factor, too, is the much larger proportion of suits over $25 now sold. But in spite of all improvements, a very large proportion of the garments sold have to pass through the alteration department.

The cost of making alterations has become a serious charge upon the department, and the reduction of this charge to a minimum is one of the big problems before the manager of the department. It matters little whether the department makes a charge for alterations or makes them free of charge. As a fact, both methods work out about the same in the end, for when no charge is made the department simply puts on a percentage to cover the cost of alterations, and the customer pays them in the increased cost of the garment. When levied in this manner, the woman who requires no alteration making, or who is not so critical, helps to pay for the alterations required by the woman that is difficult to fit.

The so-called "free alteration" policy seems to be the one best suited to the trade usually termed "popular priced." In the better class trade, customers prefer to pay for alterations, as they believe that more pains will be taken with the alterations than when they are done free, and with this class of trade it is not the saving of a few dollars that is the object to be attained. It is the effect of the suit when finished and the perfection of cut and fit that is looked for.

Dissatisfied with Present Situation.

There is a growing number of thoughtful buyers and manufacturers who are not satisfied with the present alteration situation. They believe that it is possible to eliminate much of the work that is now done in this department. While it is easy to criticize, it is not so easy to suggest a remedy, nor are all experts at one as to the form the remedy should take. But all are agreed that changes can be made that will eliminate much of the altering that now has to be done.

One point often made is that the perfect 36 to 38 model which now forms the manufacturers' standard, is too full-busted and long-waisted, and that, therefore, the garment made by manufacturers who base their sizes upon this type of figure does not represent the figure of the average woman. Fully 60 per cent. of the alterations made, it is claimed, consists of shortening the waist lengths, and by taking up the shoulder seams and making the busts smaller.

Various methods are proposed for altering the grading at this point, with a view of obtaining a standard size with a shorter waist-line, but none of them seem to meet the ideas of all experts. Possibly one reason is that in different parts of the Dominion the figure types vary and the proportion of long-waisted and short-waisted women varies in different centres.

Grading the Figures.

Some such solution is that arrived at by the corset manufacturers—that is, making both long and short-waisted models for different grades of figures. One Canadian manufacturer is working along these lines. His sizes are divided into three sections, viz., small women's, women's, and stout women's, the bust measure running, as usual, from 30-in. to 42-in.

The duplication of sizes resulting no doubt will be objected to by the man who carries only a limited stock, but a peculiarity of ready-to-wear merchandising is that it is extremely difficult to make a small stock pay a proper profit. It is the man who carries the full assortment who makes money selling ready-to-wear garments.

The great object of The Review is to furnish a common ground upon which the manufacturer, on the one hand, and the retailer on the other, can approach freely questions that make for the mutual benefit of the trade.

While clearly recognizing that self-protection precludes the scattering broadcast of much information, the expansion of the Canadian market is inaugurating a broader policy, and there are many questions that can be approached without jealousy. Much may be gained by a freer exchange of opinions, and yet no harm sustained by the individual.

It has to be a very abnormal figure that cannot be fitted from the corset stock, and if a like result could be attained in the garment department, the selling field would be materially broadened. Comments and experiences from both sides would be warmly welcomed by The Review.

Fall Styles in Separate Skirts.

Skirts for the coming Fall are to be from 2¼ to 2¾ yards around the bottom. They are to be cut in straight effects and are to have two or three pleats at the side to give the fullness without the appearance of width. They are to clear the ground by six inches and many models will show panel and panel sash backs. Some models are hipless and have the raised waist-line. That is, the waist-line will be about 1½ inches higher than the normal waist, and there will be a dropped belt inside to keep it in place.

Much use is made of the two-faced fabrics, the under side being used as trimming. Mixtures will be used as well as serges, cheviots and broadcloths. Braids, satin and velvet, will all be used to trim the new separate skirts.

The new Tegler block, which is now being erected in Edmonton, will include a modern department store. The block will be six storeys high, to cost $175,000. Eastern capitalists are behind the proposition.

Cairns Building Large Store

Progressive Saskatoon Merchant to Spend $300,000 on Modern Structure — His Fourth Store Since 1902 — A Remarkable Growth.

J. F. Cairns, Saskatoon, Sask., has not only made his merchandising measure up to the opportunities of the past, but it is also his determination to build well for the future. He will erect a department store in Saskatoon, at a cost of about $300,000.

The new building, which will be ready for the Autumn business, will have 100 feet frontage on 2nd Avenue, and 140 feet an 23rd Street. It will have four storeys and a basement and the total floor space will be 70,000 feet. The material will be reinforced concrete, and as much glass as possible will be used on the street sides. The outside walls between the glass and the street corners will be glazed white terra cotta. All four storeys will be made use of immediately, and the building will be so constructed that two more storeys can be added later if required. The ceiling of the main floor will be about twenty feet high and a feature will be a Mezzanine floor, which will be available for tea and rest rooms.

It is intended that not only will the building be architecturally correct and of fireproof construction, but that the interior fittings and advantages will be of the most approved type. There will be two passenger elevators and one for freight. All through the building the vacuum cleaning system will be employed. The advantage of doing away with the dust and nuisance of sweeping, and the consequent injury to such fine goods as those in the ladies' wear department, for example, will be apparent.

The generous floor space provided will mean the addition of several new departments, such as restaurants, rest rooms and all the latest ideas in departmental stores, including a basement grocery, will be found in the new building.

One idea in view in making this move was the development of the mail order department, the full development of which has been hampered by a lack of storage and other room. In the new building the receiving room and all surplus stock will be on the top floor and will be distributed from there. All the basement will be used for selling purposes, the idea being that it has been found people will go down when they will not go up.

A process of steady development has made the construction of a larger store for the Cairns business necessary. It is the fourth store to be required by Mr. Cairns since he started business in 1902.

The first store was a little 20x32-foot frame building on 1st Avenue. The second was 35x75 feet, and the third was the store at present occupied, which when it was built was about half its present size, but is even now far too small. The original store on 1st Avenue eight and a half years ago had one employe to assist the proprietor. The present store has now over one hundred.

Mr. Cairns has made his business keep well abreast of the growth of Saskatoon, which is now a city of 20,000.

C. Chivers, of Kenora, was in Battleford, Sask., recently, looking over the ground with the object of opening a large store.

MEN'S CLOTHING AND FURNISHINGS

Clever Stripe Treatments

Some Unique Features of the Fall Shirtings—Good Business Done From Swatches of High-priced Cloths.

WHILE the new shirtings for Fall do not show such an elaborate array of colors as figured in the range two years ago, manufacturers have used the approved color effects to particularly good advantage. It is evident that box-pleated fronts are going to be a strong feature of the season, and with neat stripes greatly in evidence a combination of the two has been very cleverly worked out. In the range of samples, it is noted that stripes are not only used to mark the central pleat and cuffs, but they are also inset between the pleats or used to border each side of the pleat. The black and white effects, now so popular, make a number of these combinations possible. Grey ground with black stripes was a rather unique pattern in one line, and there is a great showing of blue and white and mauve and white, not only in plain but in fancy stripe and bar patterns.

Negligee shirts with double cuff have been selling well, with particular emphasis upon black and white or other neat patterns. In connection with these the lounge collar has had a very satisfactory demand. Neckwear and shirt manufacturers who have touched them state that it has been well worth while. Not only have these collars been well received by young men for outing or athletic wear, but the man with the chunky neck has found in it a solution of his collar troubles during the very warm weather. This is an advertising feature which dealers would do well to keep in mind.

A departure in the shirt business which has had strong development in the past few years is the selling by swatches of higher grade lines, running as high as $36 the dozen. There are many fancy shirting cloths which the manufacturer chooses to handle in this way rather than by the usual sample method. In many cases these cloths sell themselves, and it is stated that there are wideawake men's wear departments and stores throughout the country who have developed good business on these high-grade goods. The growth of the swatch idea would indicate that the market of the better materials is in an excellent condition.

The great variety of patterns shown in shirtings at the present time, particularly in the comparatively low-priced lines, renders an extensive line of sample shirts necessary, and matters are not helped any by the many different effects worked out in the bosom and cuffs. Plain and box-pleats in many widths and pattern treatments have made their appearance during the vogue of stripes. In some lines a particularly good run has been attributed to unique effect worked out in the bosom pleats and cuffs. There appears to be no end to the novelty that has been developed by clever designers, and there can be no doubt that it has helped business to a remarkable extent.

In reply to the question as to whether business would ever be entirely conducted by swatch, a manufacturer pointed out that so long as it was possible for one man to turn out a shirt which he thought contained a feature calculated to make it a quick seller, or give it a strong demand, there would still be sample lines. At the present time it seemed that designers had reached their limit in thinking out new effects, but there could never be complete assurance that competition or changes in style would permit the elimination of the made-up sample.

THE Deacon SHIRT

is a generously proportioned, beautifully finished, garment for exacting men.

The materials are good and constantly renewed, while all seams are double stitched, buttons securely fastened and every stitch neatly done.

Cut, Style and Pattern all the best to be found

DEACON SHIRTS
Will be a live stock

The Deacon Shirt Co.
BELLEVILLE, :: ONT.

KNIT GOODS NEWS

Novelties in Juvenile Lines

Merchants Warned of Slow Deliveries or None at All in Buster Browns — Next Season's Styles Now Showing

RETAIL merchants are now being given friendly warning of the likelihood of great scarcity in children's Buster Brown and other popular sweater lines for next Fall selling. Not only are manufacturers replete with orders, but many wholesalers are asking delivery in vain, and are well on to being sold out with what they now have. Hence the merchant who orders at once will be safe, and he who does not may find himself short on a line assured of long popularity.

When the present stock is sold up all will be gone, as wholesalers cannot take repeats because manufacturers are unable to further tax their capacity. Some factories have already refused orders.

Coat, Cap and Muff Sets.

A novelty in the form of muff to match the coat and cap has proved itself very popular in New York and will be introduced here next Autumn. This knitted muff will be of the same ground color as the coat, with trimmings to match coat and cap trimmings. Some adult styles of muffs made to match the popular aviation cap or motor hood were also seen.

In infants' bootees, the novel features are the free use of decorative mercerized threads and the soft sole, also knitted, but separately from the uppers, and made up to give the regular shoe fit and cut. This is an improvement in shape, and does not become baggy when washed.

A decidely fluffy note is given to all the little infants' articles this year. These are more than ever dainty and enticing, and practical, washable numbers are featured at surprisingly low prices. Coats are much trimmed with knitted frills, and wool ruchings ribbon run are also seen.

White is, as usual, the prevailing note, with considerable use of pale blue as well. Dainty little skull caps are featured. Angora mitts, caps or bonnets, and bootees come in matched sets. These are the most washable of all, and present the appearance of a very silky fur when well shaken out. Appearance improves after washing, as they become more furry and thicker.

A fine, mohair wool was used to make up a small skull cap to excellent advantage. Silk thread trimmings were used in several light shades.

Princess Juliana Hood.

The daughter and heiress of the Queen of Holland, little Princess Juliana, has set the fashion for a new article in juvenile apparel. This consists of a plain, knitted hood, the wool being the same as that used for aviation caps, and the hood quite guiltless of color or trimming. It is a handsome, useful article, having washable white silk ties and retailing reasonably from fifty cents up.



Fancy knitted infants' wear, featuring new style shaped sole bootees. Shown by Hambly & Wilson, Toronto

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



"CEETEE"

UNSHRINKABLE UNDERWEAR

When you say "unshrinkable" about "CEETEE" Underwear you are not making a claim but are stating a fact.

We give a guarantee without reservation and will replace any faulty garment without question.

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77 FORE STREET

LONDON, E.C., - ENGLAND

Coronation Motor Scarfs and Fichus.

A rather unusual, but decidedly attractive, article is the new knitted motor scarf in shell or open design, with delicate mercerized or silk threads in colors interwoven. This is like any other motor scarf in dimensions, and some plain styles are seen, but the striking number was the coronation scarf. This one was drawn in with a large button in Paquinette fashion, about one foot from the end of the scarf. Some specimens had tassel or fringe finishing, while others were plain.

Very beautiful effects in wood silk were also seen in style as above for motor wear. These scarfs have a delicate lustre, which makes them most admirable for dressy or evening wear, and they are now to be had at popular prices in styles which cannot fail to sell on sight.

A pretty effect is obtained where the end of the scarf and fringe are in a pale shade of wood silk, blue, pink or mauve, while the body of the scarf is of finest wool in fancy pattern.

Fichus in fancy patterns with touches of colored silk thread interwoven are also much featured. This is a complete novelty, and even more unique in effect than the coronation throw-over above described. The fichus have very lacy patterns and are finished with tassels. The Dalmeny fichu had mercerized thread finish, buttons and tassels. This would retail at seventy-five cents. The long coronation throw-over would run as high as $1.50 and up, retail.

All the above styles would be admirable for wear with light-weight Summer dresses, as well as for evening wear. The coronation motoring scarf would be a most jaunty and stylish finish to a complete outfit of sweater coat, motoring hood, mitts and muff.

Difficult Position in Chemnitz.

Reports from the Chemnitz hosiery market indicate that in spite of all restrictions at factories, more goods are being made than can possibly be sold, and stocks increase. One despatch states that two large concerns have already received threats of proceedings in bankruptcy, and proceedings are about to be taken in connection with another; whether matters will be patched up remains to be seen. Even firms that have so far abstained from cutting, in a noble endeavor to keep prices up, are now coming on the market with offers that beggar all description, as they are forced to get money somehow. The outlook is indeed dismal. The U.S.A. duties on German goods are not unlikely to be reduced, but just when this will happen no one can foretell. Pending the turn, manufacturers are now selling at Mk. 3.80 goods which used to cost Mk. 4.50, whereas the cost of yarn is now 50 per cent. higher. Profit is out of the question, in fact, many hosiery firms are only keeping their heads above water by the assistance of their machine works and spinning mill creditors. Buyers know this and are waiting in the hope that they will be able to buy still cheaper—in fact, they would probably like to steal the goods and thus get them for nothing, as one Chemnitz man remarked, after he had got rid of a squeezing American buyer! Many firms are getting out new designs and novelties to try and draw buyers, but the attempt has fallen flat. Fancies are quite neglected.

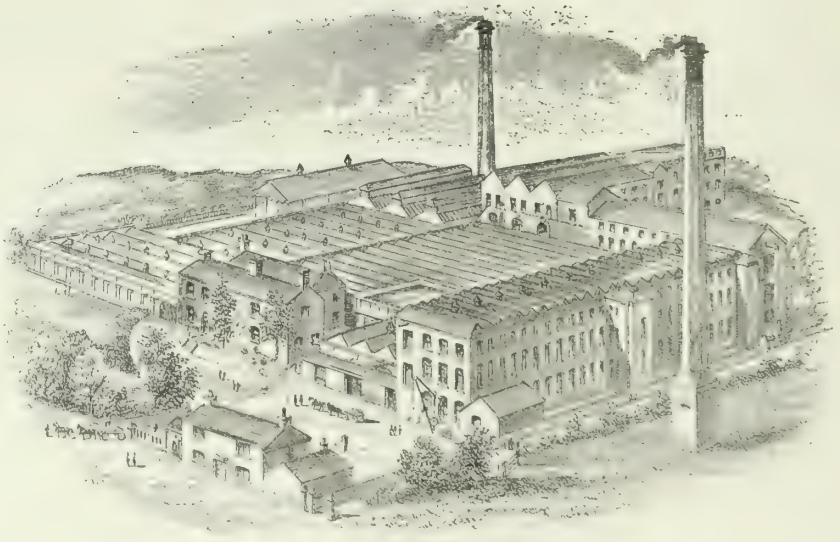
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Scotch Fingerings, Vanguard, 15's, 12's Fine.

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Section of the millinery department, A. W. Cressman, Peterborough, showing effective methods of display.

Of Interest to Canadian Millinery Trade

Summer Styles Now Settled

A Review of the New, Striking Color Schemes — Paddy Green, Coronation Red, Putty Color, King George Blue and Coral.

SUMMER millinery opening recently held by wholesale houses, brought out some style features which, coming late as they did, were something in the nature of a surprise to the trade.

In the first place, the decided trend from the black and white, or neutral shades with a single dash of color, of the earlier openings to very brilliant colorings freely used is a new note. Extreme as it sounds, entire small toques of such shades as Paddy green and Coronation red, carried out both in the hat and trimmings are not infrequently seen. The new putty color has proved a success and is now much favored by fashion because it makes such an admirable background for bright shades, tending to tone them up rather than down.

King George blue has proved an excellent selling number, the combination of this shade with black satin or suiting cloths being a modish style feature. Very brilliant, fuchsia-like effects were seen early in the season when this shade was used with red, but as Summer comes on these seem a little too warm-looking.

Black and white has held its own to a greater degree than at first was expected. The dash of cerise used on so many black and white striped or mixed effects is also widely popular.

Among the lighter shades, the widespread vogue of coral seems to require little comment. It is literally everywhere. Coral beaded cabochons, coral-trimmed bandeaux, coral millinery ribbons in all shades, and coral colored flowers are all to be had on any millinery counter. Helen pink is also widely and deservedly popular. It is a shade more generally becoming and feasible for general wear than the coral, though by no means so striking.

No particular shade of light blue stands out at present. All pale blues are good for summer selling. Turquoise is much spoken of, but so far only slight touches of it have been seen. A bluish green shade has been featured as a high style number. This is not the Empire or the Paddy shade, but really more like a very light arsenic green, but much bluer. There is something very attractive-looking about it, and it combines with black or black and white in a manner decidedly chic.

Mauves and purples have had their usual demand and no more. Coronation purple is talked of, but so far has not been widely taken up.

Among shades of brown and yellow the most novel note is the new rust color. This is featured in veilings and hat drapes. Of other shades, a clear bright orange has been observed in use to give a contrasting note of brightness. Tan is, as usual, excellent syle, especially for tailored wear, and champagne is a staple.

Black has been more widely seen both as a trimming touch and as a solid color than in years, for Spring wear. Copenhagen blue is also a fine staple shade, well taken as always.

Extremes in Sizes Attract Attention.

The great diversity of shapes and sizes is one of the features of this Summer's output. Picture hats abound, and though larger crowns are considered to be the newest thing, many flat effects are noticeable. The continued popularity of the willow plume provides a simple and handsome trimming which is

universally used. Flowers and lace, and fancy feather mounts are also high style for hats of this sort. The milliner's axiom, not to mix too many fancies, is usually observed in such types as the above.

A feature of this season's large hat is that it does not sit so low on the head as last year. At the same time, adjusted head sizes are preferred to bandeaux, though the latter may be used when necessary. Brims do not droop so much as formerly, and nearly every brim has an upward roll or a turned-back ear to break the outline. This gives an opportunity for under-trimming which is by no means neglected. Tiny garlands or wreaths of small flowers are applied to the under side of the brim. Very decorative, fancy facings are also in order, and in a recent display not a large straw hat of any pretensions but had its facing. Even plain sailors are sometimes faced with satin, or at the least, with a bias strip next the brim.

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Some Popular Tailored Styles.

Large flat-brim sailors are not unlike in style to the Merry Widow of recent fame. The Daniel sailor is the name given to this style of hat. However, all sorts of sailors are to be had, from the small crowned, conservative riding model to a very "nobby" new shape with brim only a little over two inches, or even narrower, and large high crown. This hat is considered one of the most up-to-date walking models.

Next to the sailors, the popular plain-tailored hat is the fairly large shape with rounded crown and brim sharply turned up and back in front. This hat readily lends itself to trimming with frills or ribbon, and many untrimmed specimens are seen.

A compromise between this style and the sailor type is the hat of comparatively soft straw, with brim rolled all the way round, or at one side, or slightly, in front. This last hat is much featured in fairly expensive styles by high-class stores.

By far the most generally worn hat for mornings and street use is the close-fit turban. Styles adopted from the Ding-a-ling are seen. The helmet shape is a great success, and particularly in its clever adaptations.

All these shapes are remarkable for the complete abolition of the crown and brim idea, some of them resembling motor bonnets. They have the advantage of being hard to displace and very chic in appearance. On the other hand, they will have to be discarded in the heavier weights when very hot weather comes. In view of this fact milliners have been using straws of very light weight and lace and chiffon transparencies in their construction.

There is talk of a hat even smaller than the turban, a mere cap, in fact, but so far the writer has not seen one which looked promising.

In the same category with the above are the Napoleons and mitre-shaped turbans. These are designed especially for the face which is no longer very youthful, though women of all ages wear them. The shapes are larger in size than the helmet and this gives them a certain dignity in comparison. Boat-shaped turbans are also seen. In all these styles the head size seems specially adapted to a woman who wears her hair plain and fairly close to the head.

Special mention may be made of the Coolie or Mexican hat which comes both in dressy and in tailored styles. This is a large model with brim slightly rolling all the way round, and a low crown which is conical in shape.

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Fancy Feather Effects

Uncurled Novelties Lead in Plumes — White, Black and Grey Effects — Latest Shape is Large Poke.

The demand for feathers and fancy feather effects for the rest of the season promises to be large, as trimmings of this kind are strongly indicated for Summer millinery. In spite of all early predictions, willow plumes have more than held their own and have been one of the items that have sold well this season. Willows are still good, but from the point of view of style, uncurled novelties lead.

Very handsome and expensive effects in the form of bands, crowns and trimming forms ending in large mounts and panaches are shown. There is also a wealth of more moderate effects, both in style and price. Large, single, uncurled plumes and quill effects, pompons, wheels, rosettes and fancy mounts are shown both in black, white and combination effects, the latest of which seems to be white, black and grey. For the lovely picture hats, handsome French plumes and pleureuses are used, and several of these rich feathers are massed on the one hat.

Osprey and aigrette have returned to favor and these beautiful mounts are much seen on millinery where price does not count. They are combined with ostrich, lace, flowers and other trimmings.

Fancy feather mounts, fancy breast and wing effects, combined with Mephisto quills, and ending in head effects are showing. Small wing effects are to be good, particularly in such forms as can be placed far back against the crown of high toques and large sailor shapes. Quills are good now and the promise is that an excellent season is before them.

When flowers are used they are often formed into panaches and plume effects and flowers best suited to this arrangement are the ones most favored. Roses, poppies and other flowers that stand upright are mixed with wheat and grasses to form these effects. Wreaths and trails are also used.

There is a growing fondness for fruits. Cherries are very popular and there is a decided favor for the velvet-covered pyroxaline grapes, berries, peaches and plums.

A totally new idea is to place ruches of taffeta with pinked-out edges around both crowns and wide brims, and often there are tiny flower clusters nestling at intervals in the ruche. White taffeta is much used for this purpose particularly when the hat is black. Black and white combinations are just as fashionable as ever. White taffeta is formed into huge bows, chons, crushed bands and pleated wing effects.

The latest shape is the large poke. These are hood-like in shape and completely envelope the head or have wide-spread sides and are very short at the back. Marie Louise is showing these models of leghorn.

Right Goods For The Summer Rush

THE hats shown on this page are but a suggestion of our style range for the late summer demand. These and many others now available for your requirements represent the latest fashion touches in flowers, foliage, ribbons, ornaments, fancy braids or plain straws. Your workroom may not be able to keep up with orders. Our trimmed hat department fills just such an emergency. No need to disappoint a customer.



Eight Stylish Numbers In Summer Millinery



DELIVERY—The utmost confidence may be placed in our shipping department. Your orders will be filled quickly and intelligently.

READY FOR YOUR ORDERS

HATS—New rolled brim and Knox narrow brim Sailors. Javas in rolled brim. Children's small sized Mushrooms.

BRAIDS—Ramea, Pyroxaline Silk—all shades, including black, white, burnt, navy, paddy green, coral, scarlet.

FLOWERS—In every conceivable mount and shade. June Roses are good. Hair busby mounts are called for.

STAPLES—Ribbons, Velvets, Velvet Ribbons, in all the wanted colorings. Laces, new patterns in Chantilly and Orientals, widths 3 to 10 inches, specially adapted for summer millinery.

THE D. McCALL COMPANY, Ltd.

TORONTO

WINNIPEG, MONTREAL, OTTAWA, QUEBEC

The pressed shape is strongly in evidence. Tagel is the leading straw, but hemp, Tuscan, Milan, chip crin and rouger straws are all selling.

Because of the high price of the large pressed shapes, braids will be used to produce the cheaper millinery and this fact should enable milliners to clear out their stock of braids.

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Straws Which Are Popular

Tagel has been a particularly good seller in all shapes this season. Milan, crinoline, leghorn and the soft straws for draping purposes have all been good. Many black shapes have been sold, cream and tan following in popularity, and putty color prominent. Quite a number of greys have also been seen. Following these, perhaps Copenhagen blues and a good medium brown have been as well received as any. A more than usual number of bright reds were seen.

Among the straws by the bundle, fairly light weight satin straws have sold well, both plain and fancy, and in a wide range of colors.

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Feathers, Flowers and Fancy Goods

Willow plumes have been excellent sellers for this Summer's trade. They are now, if possible, more worn than ever before, and some exquisite specimens are being shown at remarkable reasonable prices. The milliner may now purchase for five dollars a willow which is in itself an ample trimming for a hat of medium size.

Flowers have had their full share of popularity, hand-made and French imported numbers being very good. The milliner does not necessarily now have to make these enticing and durable trimmings himself, for the imported styles, made where labor is cheap, have everything to recommend them including reasonable price. Flowers this year are remarkable for their naturalness of appearance, scarcely anything being made in an impossible shape or color.

A novelty which was of exceptional beauty was the peony in natural shades and of a most deceptively realistic texture.

Ornaments have been unusually varied and beautiful. Lace and straw butterflies, quills made of lace and beads of ribbon flutings or of straw. Cabochons of straw, of beads, and even of lace on stiff back,—in fact every sort of fancy trimming has been seen. Large cases were this year devoted to these lines, where ordinarily a single counter would have served.

Quills, and aigrettes of straw, grass, spun glass, have been used for tailored hats.

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Laces in Great Favor

Chantilly laces in particular, and the flat laces and braid laces have had a remarkable degree of attention ever since the season opened. Entire hats of shirred Chantilly are quite common, and veils of the same in black or in ivory are much used both as hat drapes and face veils.

Besides the other uses mentioned above, Chantilly has been used to face hats, as also have Battenberg and Point de Venise. Large imitation willow plume effects are got by draping gathered Chantilly on looped wires. This is a trimming much in use for young girls hats.

Underbrims of fluted lace are quite common, Valenciennes and the usual range of lingerie lace being used. A great deal of net and point d'esprit is also seen.

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The Vogue of Velvet

A trimming which must be mentioned is velvet. Velvet bands, velvet quills and velvet hat facings continue to flaunt themselves in defiance of Summer sun and warm weather. Strange as it may seem, information from the most reliable quarters insists on the continuance of this fad all Summer. Black velvet facings are used on very Summery looking models, and deep, rich shades such as coronation red and emerald are widely seen as trimmings. Velvet drapes are to much in use, both on fancy and tailored models.

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News Items for the Milliner

It has transpired from most reliable sources that the name "Helen pink" is a misnomer from first to last. Miss Helen Taft, accompanied by her mother, went in to match a shade for a girl friend. She had considerable difficulty in getting the exact tint of pink, and the clerk remembering her particularity, informed the head of the department. The latter seized upon this idea immediately as a good advertising medium, and the shade was featured as Helen pink and sold well.

As a matter of fact, Miss Taft has since appeared frequently in pink, whether to satisfy the public or not, it is hard to say, but blue is her favorite and most becoming evening shade.

* * *

"Hetty Green" is the latest name for a deep, soft olive shade. It seems that each year a competition of New York society women is held with a view to bringing forth the best hat-trimming talent and furthermore to aid a deserving charity. Mrs. Green, the well-known woman financier, attended this congress, and she picked out a hat of olive green as her choice among the lot. An enterprising wholesaler who was present took up the idea and is now presenting the shade as "Hetty Green."

Dominion Ostrich Feather Company
96-100 Spadina Avenue, TORONTO Limited
Manufacturers of OSTRICH, PARADISE, OSPREYS and MARABOU
Trade DOMINIONMAKE Mark
DYEING, CLEANING, CURLING, REPAIRING.
OLD STOCKS made over into Willow Plumes.
FOR THE TRADE ONLY.

MILLINERY COMMISSIONERS, LIMITED

OFFICES IN TORONTO AND PARIS









Intelligently Supplying the Demand for Better Millinery, Offering High-grade Goods at Popular Prices

We carry no stock and indulge no expenses, except those in keeping with a commission or agency business.

We are in a position to give values which make possible a realization of increased profits in your millinery department ; further than this, we protect you and your customers against millinery trash---lines built for effect rather than service.

We have come to stay and understand that there is no surer way to success than the quality-giving policy we are pursuing.

Closely examine what we show you and what we deliver and your decision will afford you a satisfaction which our millinery in service, as well as appearance, invariably warrants.

Allow us to represent you in Paris.

Let us be your commissioners.

Send us open orders for the latest French pattern hats.

French pattern hats purchased at prices to suit your particular business.

We place these orders on our next foreign buying trip and arrange deliveries in time for Fall 1911. **This plan gives your millinery department the advantage of a Paris buyer and the very latest styles.**

A test order will determine what benefit there is in this plan for you. Many of the oldest and most reliable retail establishments in Canada are trusting us with their commissions. Some of these firms send several buyers (not millinery buyers) abroad each season. This new purchasing idea is backed by the experience of the men we send over each season---men whose experience in both wholesale and retail millinery buying is an unquestionable assurance of satisfaction.

This is a new millinery plan. TRY IT OUT. It is the original ideas that count.

MILLINERY COMMISSIONERS, LIMITED

23 SCOTT STREET, TORONTO



No. 1 — Large pale mauve picture hat of leghorn, trimmed with cream lace and silk grapes. For details of construction see page 52.



No. 2 — Double brim design, showing combination of leghorn and panama in natural shades. For details of construction see page 52.

Make the Season Measure Up

Spring has been an unkind visitor this year, and the cold weather and the contradictory and contrary fashions have played havoc with the early trade. The warmer weather has come too late to save the first and the most profitable part of the season, for business lost at this period is most difficult to make up for later.

There is an opinion expressed also that in some of the larger cities the business is overdone and there are more milliners in the business than can make a possible living. The milliners in the big centres who depend largely upon what is termed catch-trade, that is the trade brought in by their window display, have not done anything like the usual amount of business. The milliner that has a steady connection has, as always is the case, done fairly well, but in all the ranks of the trade the complaint is made that the season has so far been a poor one.

The most serious phase of the situation is that milliners have heavy stocks on hand, in many cases not yet paid for, and with the goods unsold, and bills to meet, the question is how to profitably show the Summer novelties, before the goods bought for the earlier season are sold. It would look as though there must be considerable price-cutting, and this calls for considerable courage as it is a hard matter to put the knife in before the goods are paid for. But it must be done at all costs for the question now is to find the hard cash to put into the later novelties that bring trade.

Concentration, therefore, of every energy is the watchword and every scheme must be tried to move the stocks on hand. It will hardly do to advertise a marked down sale at this date but special week-end bargains can be offered. One hard and fast rule should be made—Window displays should be changed every day. Even if the same hats have to be used there should be a change made in the manner in which they are arranged.

One-color windows of millinery are being featured in exclusive stores. Cerise, greys, new blues and fashionable shades, including black and white and all black proving very effective. Attention was at once directed to advantage, and good sales made of the earlier creations. Easter rush is partially overcome and "last minute" disappointments avoided. Popular price windows show $5.95, $7.45 and $10.95 offerings with time-proved $5.00 displays, which are most effective in bringing results. It is necessary to make the most of the Easter opportunity.

Coronation Goods in Demand.

Montreal wholesale men report a splendid trade being done in all lines of coronation goods for decorative purposes. Orders for flags of all sizes and qualities have been especially good, although not markedly in the Province of Quebec. The greatest demand so far has come from the lower provinces—Nova Scotia, New Brunswick, Prince Edward Island.

WE SAVE YOUR WASTE AND SAVE YOUR PROFITS

EVERY yard of fabric that goes into the dead stock corner is so much waste---a loss, not a profit.

Our business is to keep every yard of fabric a good selling fabric.

This we do by re-dyeing and finishing, as new, your off-color, soiled and faded fabrics. Leading merchants and milliners in all parts of Canada are our customers. This is our best reference. Write for booklet and all particulars.

R. PARKER & CO.

DYERS and FINISHERS **TORONTO, CAN.**

How to Make and Trim Modern Millinery

Four Late Summer Models Which Combine Some of the Latest Fashion Touches — Leghorn Picture Hat — Double Brim Design — Model in Yedda Braid — Black and White Box Turban.

The hats described in this article are illustrated on pages 36, 50 and 55.

No. 1. Large pale mauve picture hat of leghorn trimmed with cream lace and silk grapes.

Three yards of lace are used to trim the upper brim of this model, the lace is fluted and has a draw thread run in the selvedge edge. This lace lies flat on the brim drawn in to fit, within one inch and one-half of the crown, and finished round the crown with velvet ribbon, one and one-quarter inches wide, "cogged" on ribbon wire. To do this, cut a piece of ribbon wire the length required to fit round the brim one and one-half inches from the crown. To this tack the ribbon looping one inch of the ribbon one-half inch apart on the wire, having the join, in both the lace and the ribbon at the left side of the hat. Large bunches of grapes and foliage adorn the left side of the crown, the grapes being in shades deeper than the brim, and falling a little over the brim toward the back.

It will require three yards of lace, two yards of mauve velvet ribbon and the grapes to complete this pretty model.

* * *

No. 2. Double brim design, showing a combination of the leghorn and panama in their natural shades, with trimmings of fruit and roses.

The foundation for this model is a blocked mushroom panama, over which is draped a mushroomed placque in leghorn, between the two brims is draped, green maline, just a little of the maline is used. The leghorn placque is turned up at the back and front and allowed to roll up at the left side, a wreath of crab-apples, roses and foliage is placed round the hat, over both brims at right side and between the brims at the left side, the back and front. A bow of green velvet ribbon is tied in with the wreath at the left side, for which one yard and one-half of velvet ribbon, two and one-half inches wide will be required.

* * *

No. 3. White Yedda braid model, faced with black velvet, and trimmed with white fancy wing.

Measurements for the frame—Head size, twenty-two inches, front wire, three inches; back wire, four and one-half inches; sides, four inches; base of crown, thirty-four inches; height, ten inches; diameter of top, eight inches; cover the frame with white muslin and sew the crown to the brim before covering with the braid.

The braid for the top of hat is sewn to shape away from the frame, when completed it is sewn over the frame and faced plain with black velvet. The hat is trimmed directly in the back with a very handsome white mount, caught with a wide black and white beaded bar ornament.

Materials required—Eighteen yards white braid, one-half yard of black velvet, and the mount and ornament.

* * *

No. 4. Black and white box turban, with white hacko feather bandeau and mount. Frame measurements—Head size, twenty-two inches; brim wires, four inches; outside measurement, thirty-six inches; height of coronet, four inches; base of crown, thirty inches; dome wires, sixteen inches.

The crown is covered with light weight white muslin. It will be required to cover the brim with stiff muslin so that the velvet will fit smoothly on it. The crown is made of a tiga braid plaque pleated to form a high tarn. For the brim cut the velvet wide enough for the coronet, and on the bias, it is turned over the top edge of the coronet and about one-quarter of an inch over the facing. Black braid is used to fill in the facing. The trimming is very simple, consisting of the hacko feather bandeau placed round the turban, and the mount, with pink roses at the left side.

It will require three-eighths of a yard of black velvet on the bias, five yards of black braid, with the white plaque for the construction of the turban.

Prediction As To Future Style

During his recent visit to Toronto, Jules C. Kurzeman, New York, in a conversation about future styles, said that from present indications black and white combinations are to lead during the coming Summer.

While flowers are always used to a certain extent, the outlook was that ostrich, ostrich novelties, fancy feathers, medium-sized wings and quills would be of first importance. Laces promised to be used lavishly and a good season was indicated for ribbons, particularly for taffetas and satins. In his opinion, lingerie models would be good for mid-summer wear.

Further, when asked about the Fall season, Mr. Kurzeman said that up to date, the firm had not commenced Fall preparations. As the style of hat worn depended upon the style of dress, the wider skirts being introduced would make necessary a corresponding change in the size of the hat. To keep the proper balance between the gown and the hat, medium and large hats would be introduced for winter wear.

Something new in colors could also be looked for, as the colors now prominent in millinery had enjoyed quite a long run of popularity. The only color he could mention at present was the sand shades that were being used by some of the leading Paris modistes. Little or nothing definite as to Fall styles had as yet transpired.

What Would You Say to This Customer?

See page 63.

CASH PRIZES FOR BEST ANSWERS.

Will Small Shapes Rule For Fall?

Buyers Returned From Paris Note a Tendency in That Direction — Gilt and Silver Mixtures Shown --- Stiff, Straight Effects in Trimmings --- Vivid Colorings to be Featured.

Staff Correspondence

Office of The Dry Goods Review,
Eastern Townships' Bank Bldg.,
Montreal, May 18, 1911.

MONTREAL buyers just returned from Paris report a sort of chaos in the millinery situation so far as choosing styles and materials for Canadian Fall trade is concerned. One house, they say, is showing one thing, another something different, and buyers are at rather a stand-still, not being very sure what to buy and what to leave.

One thing which does seem fairly assured is that small shapes in hats will rule. And not only small but soft—soft velvet toques, and small hats with turn up brims, various suggestions and adaptation of the pierrot style.

Trimmings, with many variations, incline towards stiff, straight effects—stiff aigret and osprey mounts, and pompons with ospreys springing tall and straight from their centres. There are strong hints also that uncurled ostrich feathers may be a feature in the Canadian trimming trade. These are mostly shown in quill effect and seem to be just the thing to ornament the small toques which larger feathers would rather submerge. Paris is showing birds, but it is a question whether these will figure largely as trimmings here. Many milliners express the hope that they will, claiming their effectiveness as a trimming on the larger hats. But Canadian mode has not spoken yet.

Gilt and silver mixtures are very much shown in the gauzes to be used in the draping of hats, and as there appears to be a steadily increasing favor shown here for all metallic effects, buyers feel that they are making no mistake in securing certain stocks of these for Autumn and Winter display.

Demand for Plushes and Velours.

There will undoubtedly be a good demand for the new 24-inch millinery plushes and Austrian velours, with their thick, soft pile and luxuriously glossy surface. Velour hats are being shown by Paris houses very much to the exclusion of beavers, and judging by the favor accorded plush hats last year, and a disinclination on the part of the more advanced retail houses to carry over even the most advanced of last season's shapes in beaver, lends weight to the impression that velvets will largely replace the beaver hats here for next Winter.

Beaded Persian ornaments in opalescent tints and Egyptian colorings with plenty of jet for side trimmings in cabochons and bar effects look as if they might be a good investment. Buckles are to all intents and purposes, dead.

All the vivid colorings in artistic tones will certainly be featured; blues, coppery browns and terra-cottas, emerald green, argent greys and a new, soft, vivid cerise tone, which is quite different from the coral cerise of the Spring and Summer mode.

The Summer Trade.

Crins and chips in all shapes and sizes have sold well, is the report of Montreal millinery houses, but especially in the small and medium shapes. A small black shape, wide from side to side, and turned up sharply and high at the front, left and back, the brim, narrowing towards the right, is proving a favorite. A medium-sized white and cream crin in a round shape with rolling brim, faced with inch-wide band of black velvet, a slightly larger shape of the same style in chip, and an artistic line of picture hats in white chip are among the latest offerings for the mid-summer trade. A certain amount of business is also being done in natural leghorns and Java straws.

Millinery at the Horse Show

Hats of all Sizes --- Flowers, with Ostrich Mounts a Close Second, Adorned Fashionable Millinery at this Montreal Style Event

Flowers galore decorated the Montreal Horse Show millinery, with ostrich mounts following, a close second in favor, and although the hats themselves are mostly black or white or a combination of the two, the vividly toned blossoms are used in such profusion as to add a special brilliancy and gaiety to the scene.

Hats of all sizes are worn, from the tight-fitting theatre bonnet made entirely of primrose blooms in shades of coral and cerise, with a double frill at the back of soft, creamy lace, to the very broad picture hat of chip or crin. One pretty round hat of crem crin, with rolling brim faced in black velvet had the crown massed about with creamy-pink roses faintly veiled by a drape of palest gold chiffon. A large black picture hat was simply trimmed with a huge rose-pink osprey mount caught at the left front of the crown.

A New York model in a small hat, fitted closely to the head, was of soft crushed tagel in royal blue, with a sort of bandeau of velvet to match, overlaid with wreath of feathery grass, dark blue forget-me-nots and tiny coral rose-buds. A very tiny rolling brim of natural leghorn was faced with Royal blue velvet.

A pretty white chip turban rolled high to the back and left side, was faced with black velvet and had a row of tiny pink rose-buds running around the inside edge of the brim. The front brim was caught to the crown just over the right eye by a white lace butterfly holding a tall straight white osprey. Several of the large picture and sailor effects had crowns entirely covered in flowers, sweet peas and roses apparently being most in favor for this purpose.

Large and Medium Sizes in London

Small White Straw Shapes on the Order of Scotch Cap are New --- Head Sinks Deeply Into all Models--- Lace Bands and Velvet Bows Used as Trimming

Staff Correspondence

Office of The Dry Goods Review,
88 Fleet St., London, E.C.,
May 8, 1911.

FOR the mid-summer hat, Paris is sending over large and medium-sized models of wonderful beauty that are sure to be favored for their grace and charm. All the models are not large, and some of the prettiest small shapes imaginable are seen.

Exceedingly new are the small white straw shapes somewhat on the order of a Scotch cap that have for trimming velvet wings in black or blue stuck



Shepherdess model of rice straw, the underbrim faced with black velvet. Ruche of white taffeta around outer brim caught here and there with tiny clusters of cerise rose-buds. Large mount of cerise uncurled ostrich.

through the straw like the eagle's feather in a Scotch bonnet.

Several of these models formed part of a recent importation received by a leading millinery house. Another new model seen was of soft pliable straw, pleated and draped like a fabric. The straw was black and white and the only trimming consisted of enormous ribbon bows in a bright shade of green that towered aloft and gave considerable height to the hat.

Some of the new hats are of two colors. One seen had the crown of scarlet straw with the broad close upturned brim of black velvet and the sole trimming was a couple of fancy black feathers placed at the back.

In the smaller hats the Empire idea is accentuated. Softly draped Recamier turbans, modifications of the helmet hat, Pierrot models, high toques, capotes and poke models are all worn.

Lace Bands and Velvet Bows.

Into all these models the head sinks deeply and the trimmings consist of lace bands, large looped bows of velvet and taffeta ribbon, ostrich and fancy feather mounts, moderate sized wings and quills.

The large hat has a firm hold for Summer wear for it not only shades the face but the shadow thrown by the wide brim is most becoming. The larger models for the coming Summer are most artistic in line. The majority of shapes are copied from the pictures of the great painters and among the newest and most exclusive may be counted the modifications of the Ruben's hat. The shape is only moderately large but the proportions are perfect. The crown is rather stiff-looking but the brim is exceptionally graceful. It is flat and folds back at the left side forming a boldly curved revere that slopes down and loses itself in the slightly drooping brim.

Plumes are the logical trimming for this kind of hat and many of them are in shaded effect in black, white and grey when the hat is black or white. Ostrich bands and bands of coque, finished with mounts of the same are very much used and there is an infinite variety of fancy feather effects used for trimming purposes.

A striking change from the hat above described are the bicorne or Napoleon shapes. The later models are fairly large and very pronounced in outline. One seen had the brim turned up both back and front and caught together on each side, with a buckle covered with green silk. The hat was of mauve Tagel and the crown was completely hidden



Hat of navy tagel, the brim faced with navy satin, fancy mount of white ostrich as the sole trimming.

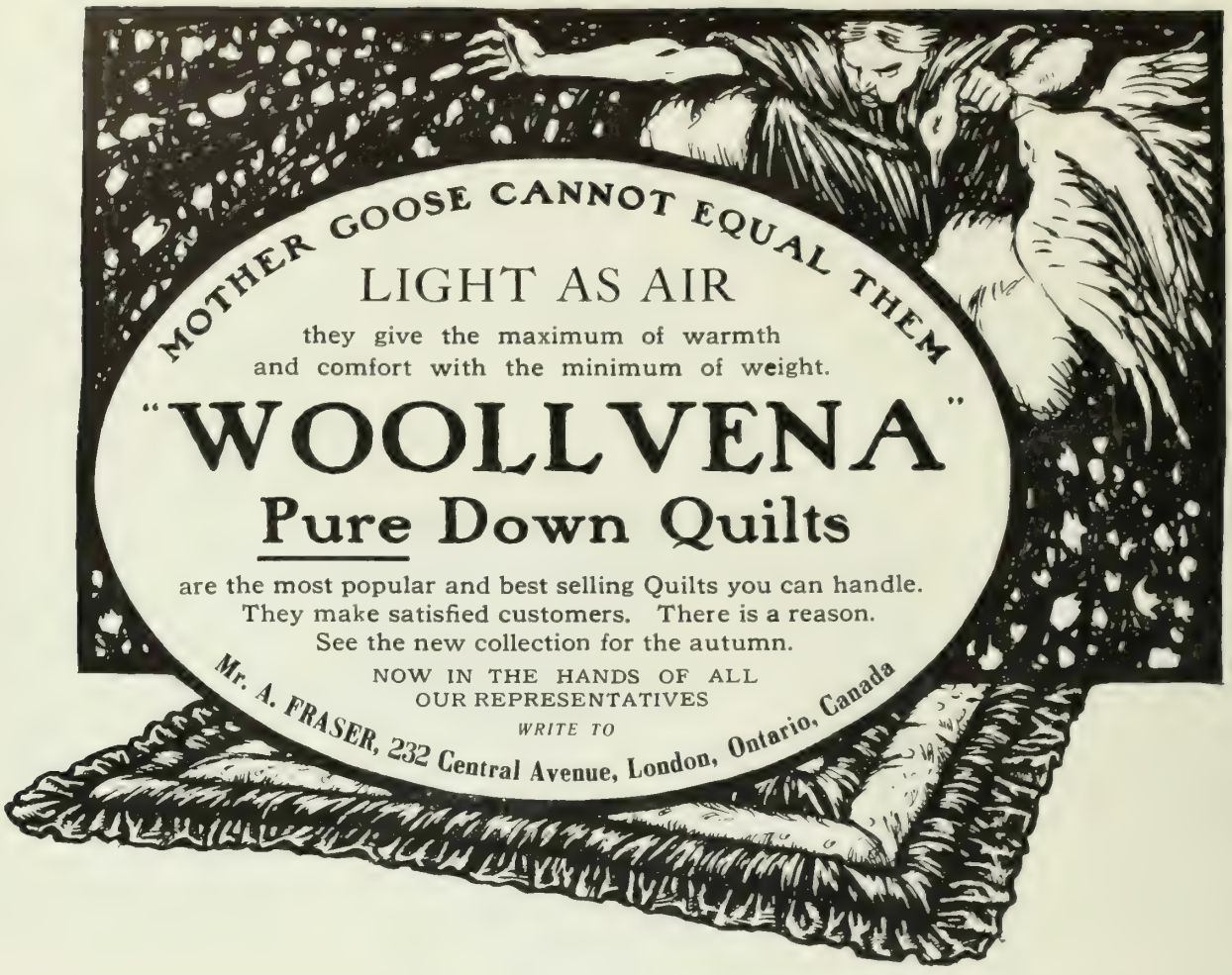
under masses of purple velvet violets and shaded mauve and purple velvet leaves.

Jaunty Outing Hats.

Outing models are always important and for wearing with tailored suits and cotton frocks are shown jaunty boat-shaped hats of Manila or Panama straws. By softly arranged velvet loop formed into soft bows and wired to keep them in place, are the best liked trimming. Velvet flanges and quills held in place with velvet straps are also much used.



No. 3—White Yedda braid model, faced with black velvet, trimmed with white fancy wing. For details of construction see page 52.



Secure Control to Avoid Speculation.

Probably the most effective way of releasing the cotton industry from the operations of the speculator is for the cotton spinning and manufacturing companies to secure a controlling interest in cotton fields necessary to their demands, states the Textile Mercury. This was suggested five years ago by the Lancashire Private Cotton Investigation Commission after a tour of inspection in the cotton-growing states of America. The object, however, has been partly achieved by the Fine Cotton Spinners' and Doublers' Association, who have (according to report) secured a controlling interest in 32,000 acres of land in the Mississippi Valley, which is noted for the production of a fine quality of staple. The venture will place the association in an advantageous position so far as their purchases of American cotton is concerned; it will help to free them from the injurious actions of speculators who are constantly taking heavy tolls from both growers and spinners. They expect to get about 20,000 bales a year from the plantations in which they have financially interested themselves, and if the purchase proves to be all that has been claimed for it, the association is to be congratulated upon its wisdom and enterprise. The example it has set to other Lancashire firms may have a far-reaching effect, and we look forward to the day when such undertakings may be applied to cotton-growing areas within our own Empire.

Alluding to the purchase, Mr. A. H. Dixon (managing director of the Fine Cotton Spinners' and Doublers' Association) says that the association will obtain control of the estate this month, and they will take all the cotton ginned on the plantation this year. The Fine Spinners have found it to be more difficult to secure supplies of specially selected cotton. The price of it is also increased to a fanciful figure on account of the competition for this class of cotton. By this venture the directors of the association have secured their own supply, which will give them a splendid advantage in the working of their great concern, now consisting of about one hundred mills.

One factor that has contributed to the success of the wool-growing industry in Australia is the proper preparation of the material for market. In Canada no instruction is given along these lines; there is little, if any, sorting, grading or cleaning, and thus the wool reaches the market in all sorts of conditions. A large number of small owners in Australia recently sent their wool to market without preparation and hence lost money. This is one of the dangers of closer settlement, and in order to avoid degeneration, the staff of government experts will probably be increased to cope with the work before it.

J. N. Harvey, men's and children's furnishings, Vancouver, B.C., has bought out the B. Williams Co., Victoria, who did a large trade in men's furnishings. Mr. Harvey went to Vancouver from St. John, N.B., in October last.

The Alaska Bedding Co., of Montreal and Winnipeg, are opening a branch wholesale warehouse in Regina. A new building is to be erected.

Celebrated Their 25th Anniversary

Birthday Party in Which Dainty Favors Were Distributed — Huge Birthday Cake Served in the Rest Room — Something Special for Those Who Have Been Customers for the Past Quarter Century — Bright Advertising

THE Dry Goods Review joins the many other friends of G. B. Ryan & Co., Guelph, in extending congratulations upon their having completed a most successful quarter-century in business. To-day this firm occupies that enviable station in the dry goods trade which can only be attained by dignified, honorable, intelligent, progressive merchandising.

In 1886, G. B. Ryan & Co. bought out the business of John Hogg & Son, Guelph, and in the subsequent years have so extended the premises in response to steady development that they are now four times as large as they were then.

On Thursday, Friday and Saturday of last week (May 11-13) the firm celebrated their silver anniversary, and it was certainly a busy occasion, for not only was it featured by an attractive array of values, but a birthday party was held, in connection with which dainty anniversary favors were distributed.

In announcing their anniversary sale the firm did some very interesting advertising. One of these sheets discusses the anniversary and its significance in a very bright, refreshing manner. It makes good reading, and The Review reproduces it here:

"Besides offering a large list of specials, priced in keeping with the gift spirit of the time, we will have the pleasure of giving each lady, man, or child accompanied by parent, three pretty roses, as a small token of appreciation of patronage and in honor of this occasion."

"See Birthday Cake and Flowers in Window Tonight.—What would a birthday be without a cake? The answer is apparent to all of us, so we have provided the largest birthday cake that was ever cut in Guelph, and will serve it Thursday, Friday and Saturday to every lady who favors us with a call. The cake and lemonade will be served in the rest room, third floor. Everyone who accepts this meagre token of our hospitality pays us the favor of really becoming a guest at our birthday party.

"Those Who Have Been Customers for 25 Years. — We want the names and addresses of those who have been customers of ours since we came to Guelph. We would like to do something extra for them, when we have completed the list, and are particularly anxious that they sign the register we will have at the office for that purpose.

"Many Changes in Twenty-five Years.—We have been 25 years conducting business in the same store. It is a long time; long enough to see many changes in faces, buildings and the city. One hardly realizes that there is not a dry goods firm in Guelph to-day that was in business when we came here 25 years ago. Children who used to come in baby carriages, when we first came to this city, have grown up and many of them have families of their own, and are counted among our best customers. Many who 25 years ago were in the vigor and prime of life are, we regret to say, not seen so often now. Their wants have grown less as members of their families have gradually drifted away. Those who were forty years of age then are 65 now, and in consequence are not so much attracted by a new hobble skirt, or an Easter millinery display; however, we count them our best friends, and are particularly anxious that they pay us a visit on this silver anniversary of our stay among you.

"Twenty-five Years of Progressive Business Record. — In a community noted for superior intelligence, is history of which we are justly proud. When we purchased the business from John Hogg & Son in 1886, his store was considered one of the wonders of the west, and yet it was only one-quarter the size it has attained to-day. From 1886 up to this present year, 1911, represents steady progress and increased business each year, barring 1907—the year of depression everywhere.

"Since 1886, we have purchased the store, added two large stores to the original, and within the last four years have further enlarged the premises, by adding a third floor to the entire building. To warrant and compel the many improvements, the business has grown steadily, until to-day its volume represents by far the greatest of any period since its inception. The sales from our Millinery and Ready-to-wear Departments alone equal the total volume of the business in 1886.

"What this progress means—We believe that it is quite fair for us to conclude that these continued tokens of increased patronage, evidenced in greater and still greater sales, are proofs of our ability to conduct business in an intelligent, fair-minded and honorable fashion; for no other way leads to permanent success.

"What the Future Will Bring—Ye olde Firm of G. B. Ryan & Co. will proceed and progress for another 25 years, if we are spared to continue that pleasure, and we venture the prediction that we will grow in future, just as we have grown in the past, and that Square Deal, straightforward business methods will be the inspiration of the business in the time to come, just as it established a solid foundation for the firm, away back in 1886—a quarter of a century ago.

"The Last, and Possibly the Greatest, Attraction — For the next three days, Thursday, Friday and Saturday, every department in the house will pursue a gift-giving policy, just as closely as we can afford to follow. We will offer new, attractive goods at prices which indicate our desire to please you, rather than make money."

That the firm of G. B. Ryan & Co. will proceed and progress as they hope to do for the next 25 years, and that their golden anniversary may bring with it a retrospect in every way as interesting, creditable and satisfactory and a prospect fully as bright as that which marks the present occasion is the wish that The Review feels absolutely safe in expressing on behalf of the Canadian dry goods trade.

Snappy Offerings for Summer Specials

Quotations for Buyers Attending Stock-taking Sales --- A List of Exceptional Bargains --- Attractive Retail Prices Suggested by Values Seen --- Leaders for the Dull Months

BUYERS will claim that it is always possible to secure values and all that is necessary is to visit the market and obtain leaders, because wholesalers very frequently have something to offer.

But if year after year brings its own snaps, conditions sometimes influence departments and some lines have more leaders according to season and values offered. Years ago, when business was different, buyers were always looking for jobs and style interest or quality probably did not enter so importantly into decisions on purchases.

By leaders are meant seasonable lines with merit especially adapted to this time of the year, and carrying some selling inducement fitting with June, July and August demands.

Admittedly some years have more clean-up or leader lines than others, but that buyers will be able to find them in the many lines this year does not seem to be evident. Those that are being offered, however, are leaders in the highest sense and meet merchandising requirements of most stores during the next couple of months.

Within the next week buyers will be attending the wholesalers' stocktaking sales in search of merchandise suitable for leaders and peruasive enough to use in increasing sales and helping to reduce lines, which have been somewhat slow. That this is an approved method is justified by the hosts of buyers, who attend both Toronto and Montreal markets at this time.

Last Fall season, very few lines were to be had and owing to market conditions being so unsettled salesmen did not seem to be anxious to offer any unusual quotations. In some lines the same confidence is expressed and buyers will not find any anxiety to unload or necessity to in several departments at the present time.

Specials in Many Lines.

Ready-to-wear manufacturers have very few offerings, being fully filled up with business already placed. While it was sometimes possible to secure a set or two of samples or some odd lines in other years, this season it is only possible for buyers to get required quantities of best selling numbers lately put into work and ready for June selling.

Novelty lines, neckwear, belts and manufactured goods include a few snaps and it is possible to obtain some real values on clearing lines in quantities. These are indeed seasonable.

Dress goods managers have several snaps and there is likely to be quite a few jobs offered but not exactly out of the ordinary compared with last season or a year ago. Some quantity lines are offered at a price to clear and odds and ends are always cut in price just as is done in a retail way. Business has been fair and buyers will find an opportunity in some departments to secure suitable price-selling lines. Several all wool materials of a few pieces each which were 55c and 75c. are offered at 37½c..

On the other hand silks have had an exceptional season and some small quantities are always offered before this time generally. A correct forecast is hard to get at peresent from wholesalers, who will not be ready for a short while yet. Some cleaning numbers are offered at popular prices on small quantities and best numbers.

House furnishings do not enter very strongly during cleaning up buying and managers of retail departments usually have done what selection is necessary before this time. If any special values are needed, however, wholesalers are offering some quotations on seasonable numbers to meet requirements. There are quantities of summer requirements which can be merchandised. Japanese rugs, squares, and grass verandah furniture.

In staples, stocks are low and deliveries are hard to get. While prices are maintained, as much as possible it is always a question of clearing prices on odd lots or pieces, where some defect is noted. For leading customers, sometimes concessions are possible to meet a price but very seldom under present conditions.

Wash goods and linen departments partake somewhat of a staple nature and it is only on special purchases by wholesalers that buyers are enabled to procure strikingly priced lines. This year some good quotations are offered, which are better than placing numbers, but values that cannot be maintained by managers in these departments. Buyers will find these lines particularly interesting at this season.

Among those departments, who handle lines suitable for Summer selling, different conditions are found. In embroideries and trimmings, business has been very large and as this is a white season there is not likely to be a great many jobs, although unusual value quotations are possible on quantity. Other sections, while they have offerings entirely seasonable and always prepare a number of exceptional quotations, are catering for business this year in an unusual manner.

This is simply anticipating warm weather and demand for half-holiday, hour sales and Summer selling by buyers generally. Department managers fully realize the growth of this energetic system of merchandising on a price basis and have prepared some live and snappy items for stock-taking buyers. These, included with lines and odds and ends not to be called into stock, make buying at this time a matter of importance in several departments.

For Attractive Windows.

Special prices do not necessarily mean cut prices, and although some reductions are seen, department managers have depended rather on value and seasonable lines to meet popular sales carried on by merchants in conducting Summer sales at odd prices.

Timely numbers are offered, which take into consideration window dressing needs on one-price events and it is possible to secure different lines at similar quotations in order that a fetching one-price window is feasible.

Buyers in the market will agree that it is not always cheap lines to offer very closely, but rather values that will allow 25%, 33 1-3 or 50% profit and still be leaders that are wanted. A visit to the markets will reveal many lines which could be profitably handled and show qualities or merits, that appeal on a value basis to shrewd buyers.

It will be seen that in the following list picked from different lines offered that both odd-priced and half-holiday quotations have been considered.

Leaders suitable, which can be retailed at a fair profit and maintain enough snappiness in value to prove exceptional drawing cards are included. Merchants can offer any of the following lines at a fair profit, either as a single item or combined with clean-up lines from the department concerned. They should prove interesting merchandising and give a fair market situation brought about by preparations for wholesalers' stock-taking buyers. They will appeal in direct interest to each department offered.

Headline Prices for Retailing.

Each of the following items is headed by a fitting half-holiday, hour sale or popular Summer merchandising price for retail advertising. In every instance, value is considered and each offering will compare favorably with leaders other years. They represent in every case, the standard necessary with bargains or conditions applied. They also permit of merchandising under the headline prices quoted and values are according to the basis recognized by most Canadian buyers. There is no real style detriment in any quotation and each line is a live number as a seller in most localities.

$1.00 TWO-TONE DIAGONALS, 69c.

All wool, two-tone diagonal dress goods in a good range of colors, including taupe, amethyst, boi-de-rose, Oxford, brown, navy and black, suitable for tailored suits, separate skirts, etc., 48 inches wide, to cost regularly 75c, choice, a yard, 52½c.

75c FANCY ARMURES, 49c.

Fine botany figured armure dress fabrics in pearl, taupe, reseda, tan, Copenhagen, King's blue, navy and black, correct weight for one-piece dresses and children's school wear. Regular value 55c a yard, in 40 yard pieces only, 37½c.

50c MOHAIRS AND VOILES, 33c.

42-inch, fancy mohair dress fabrics in a variety of self stripes, broken checks and ombre effects, also fancy stripe voiles, 38-39-inch, comprising cream, grey, tan, brown, taupe, Copenhagen, navy and purple. Regular 37½c yard, at a clearing price, 25c.

50c FOULARDS AND TOKIOS, 33c.

Foulards and tokios in stripe, lace and fancy designs, in 27-inch widths only—mixtures of silks and cottons, in cream, sky pink, rose, mauve, Copenhagens, navy, reseda and black, lines to cost regularly 37½c. in any number of pieces, but not every design in each color. a yard, 25c.

$2.50 PARASOLS, $1.98.

Ladies' parasols with steel rods and paragon grooved frames—silk and wool taffeta tops with cover—6 designs of handles with directorie gold and sterling mounted effects, ½ dozen to a box, $18.00 value. A dozen, $15.75.

60c—200 DRESS BANDINGS, 48c.

Dress bandings in 4½, 9, 12 and 18 yard lengths, in 200-yard quantities, over 25 patterns in the lot, includes metallic bandings, braided designs on nets, filets and mercerized wood fibre effects, up to 4 inches wide, colors, sky, steel, tan, brown, navy, reseda, purples, black and combination effects, similating dresdens, to retail from 50c to $2.00 yard, regularly in $50.00 lots, a yard, 25c.

EMBROIDERY REMNANTS, 19c, 29c, 39c, 49c.

Strip ends of embroidery insertions and edgings, 500 yards to a box, equal lengths of 6¾ yards each. Values to cost up to 7½c yard and made on fine quality cambric, firm edges, by the box at 3c yard.

TAFFETA RIBBONS, 12½c, 17½c, 21c.

Taffeta ribbons in 3 widths, extra quality and firm finish, all colors; white, cream, sky, pink, card, brown, myrtle, wine and black; 3⅝-inch width, 9¼c, 4⅝-inch width, 11½c, 6¼-inch width, 16½c.

82½c—$1.25 FLOUNCINGS, 63c (SECONDS).

54-inch flouncings, mostly open work with 27 inches of embroidery—small imperfections and occasional drop stitches, 10-yard lengths and 6 patterns in a cartoon, suitable for petticoats or children's dresses, value to retail up to $1.25. Choice, a yd. 50c.

50c ALLOVER LACES, 29c.

White and cream allover guipure lace, 18 inches wide, cobweb and wheel patterns for blouses, yokes, etc., regular value to sell at 50c yard, quoted to cost 18½c.

ON SALE, 3¾ YADS FOR 11½c.

Cartoons of equal yardage, 25 pieces to the lot in 30 yard lengths, edgings and insertions on fine cambric, nice neat patterns, values ranging from (to retail) 5 to 10c yard. A limited quantity only, a yard, 2c.

25c CORSET COVER EMBROIDERIES, 19c.

Fine corset cover embroideries in very pretty designs with deep edging and good beading finish, would sell any time at 25c yard, in 5 piece lots, 15½ yards each, choice of patterns, a yd. 15c.

EMBROIDERIES AND INSERTIONS, 9½c.

Cartoon lots of 100 pieces each, embroideries and insertions with some beadings, worked on good cambric and ranging from 3 to 14 inches in width, sightly open-work patterns. Buyers are offered either A or B section or one-half lots of 1,400 yards each. Would retail from 5 to 15c yard. All one price, 6½c.

35-40c FLOUNCINGS, 29c.

26-27-inch flouncings in 6 different openwork designs, embroidery work, 4-6 inches deep, for children's dresses, underskirts and ladies' wear, retail value 35 to 40c, a special price, 20c.

20-25c VESTS, 2 FOR 25c.

Ladies' white cotton vests (seconds) in sleeveless, short sleeves or long sleeve styles. Special assorted lots and run of mill, including values to cost up to $2.25. Made from good quality fine cotton yarns. Any quantity, a dozen, $1.10.

25c COLORED HOSE, 19c.

Plain-colored lisle thread hosiery with double garter tops, in all colors, white, sky, pink, champagne, Alice blue, Coronation, old rose and heliotrope, high-grade dyes and finish, sizes 8½-10 inches. Reg. $2.25 doz. in 20 doz. lots, $1.65.

25c WASH BELTS, 19c.

A clearing stock of ladies' white wash belts with pearl buckles, in dozen of designs on nice lawn, floral and conventional patterns. A manufacturer's over-make to sell up to $2.25 doz., in ½ gross lots only, a doz., $1.25.

25c DUTCH COLLARS, 2 FOR 25c.

Embroidered and braided Dutch collars, of fine cross-bar muslins and lawns, open-work and eyelet designs, made to sell at 20c to 25c each, in boxes of 6 doz., choice, a doz., 75c.

35c GLOVES, PR. 21c.

200 doz. white and black lisle gloves, Summer weight and a perfect accompaniment to wash dresses in the hot weather, all sizes, 6-6½, 6½-7, 7-7½, 7½-8, 8-8½, a leader value at $2.25 doz, quantity stated only on sale, a doz. $1.98.

5c LAWN HDKFS., 7 FOR 25c.

Ladies ½-in. hemstitched lawn handkerchiefs in good size, 12½x12½ inches, sheer quality and would sell in a retail way easily at 5c each, to cost in 10 doz. lots, a doz., 25c.

20c HOSE SUPPORTERS, 2 FOR 25c.

A specially made hose supporter with pad and belt and patented rubber buttons, two straps, in assorted colors to the dozen, including black. Would sell readily at 20c. In any quantity, a doz., $1.00.

35c. WASH BELTS, 24c.

Summer wash belts with embossed embroidery designs and assorted patterns, buckles to match, all sizes and four leading colors, white, sky, pink and champagne, to cost regularly $3.00 doz., special, $2.25.

25c DUTCH COLLARS, 2 FOR 35c.

700 dozen dainty Dutch collars eyelet and button-work designs, made of fine Swiss, 2 doz. to a box, assorted, regular cost value $1.50 doz, and a leader at $1.12½.

35-40c GLOVES, 29c.

Long lisle gloves in white or black, 18-inch lengths and assorted sizes, 6 to 8, quoted regularly at $3.00 dozen. A special, dozen, $2.10.

10-15c LINEN HDKFS, 3 FOR 25c.

Ladies' pure linen handkerchiefs in white, averaging from 90c to $1.25 doz., regular ¼ and ½-inch hemstitched hems, in 10 doz. lots only, a doz., 60c.

PEARL BUTTONS, 4 DOZ. 10c.

Cabinets of imported pearl buttons, 4 holes, sizes 18-22 and quality suitable for undergarments and continual washing. 100 dozen cabinet for $1.50.

35c DRESS LINENS, 27½c.

Bleached linen for dresses, separate coats or Summer suits, in pure white, 36 inches wide, exceptionally nice weave and fine round thread, 35c quality at retail. A special quotation, 18½c.

25-30c CHECK DIMITIES, 19c.

Fine check dimities in 3 designs for Summer dresses, Dutch blouses, children's and graduation wear, 36 inches wide and would sell readily up to 30c yard, 24 yard pieces, a yard, 11½c.

15-20c CAMBRIC PRINTS, 11½c.

Fine grade Canadian cambric prints in 36-inch widths, made for shirt manufacturers and comprising ends 5-20 yards, which are really high-grade. Mill price is usually 12½c yard. Stripes, spots and floral designs, mostly light colorings, no navys, in any quantity and offered at a yard, 8c.

15c TOWELS, EACH 11½c.

Cotton huck towels in pure white with stripe borders and fringed ends, size 18x36. A stock lot worth regularly $1.25 doz., in 10-doz. quantity, a doz. 95c.

Red bordered bleached diaper towels with fringed ends suitable for hand use, dresser or stand covers; $1.25 value. 10 doz. lots only, a doz. 97½c.

TABLE OILCLOTHS (SECONDS) 19c YARD.

Seconds in imported table oilcloths in good qualities, includes mosaic, floral and stripe patterns in all colors, but no white or marble, 5/4 width only, regular 12-yard ends, each $1.75.

65c CREAM TABLING, 48c.

60-inch heavy cream all linen tabling in several designs comprising mostly floral and leaf patterns, would be exceptional value to cost 47½c yard, quoted only as a leader at a yard, 37½c.

10c. TOWELLING, 8½c.

Bordered crash towelling with single stripe red border 17-18 inches wide, suitable for rollers and tea towels, regular 7½c line, a yard, 6½c.

12½c ROLLER CRASH, 10½c.

All linen heavy roller crash towelling with red border, full 18 inches wide, usual stock price 9½c yard, special quotation and extra value, a yard, 8c.

85c. BLEACHED TABLE LINEN, 69c.

66-inch pure linen all bleached table linen, extra super quality, in five designs, spot, clover leaf, fern, rose and fleur-de-lis, worth to-day, 65c yard. Choice of patterns, a yard, 55c.

$1.25 MIDDY WAISTS, 98c.

A special manufacturer's offering of exceptionally smart "middy" waists, made of fine lawn and trimmed with striped fabrics in different designs and colors, all sizes, made as a leader value at a doz., $8.00.

$1.00-$1.50 BLOUSES, 89c.

This is a general clean-up of odd lines of waists, all white with allover embroidery fronts, fine tucks and val. lace trimmings, odd quantities of each pattern, sizes 34-42, assorted, 6 only to a box. Regular up to $12.00 values, in 10 doz. lots, doz., $7.50.

$3.50 to $5.00 DRESSES, $2.99.

A factory order of ladies' wash dresses with V. neck, kimona sleeves and piped in contrasting colors. A very smart model made of mercerized striped pongee in self colors, sky, Coronation, tan, (two shades) rose and combination effects with white, etc., sizes 34 to 40, regular value $36.00 doz. For the holiday trade, a doz., $24.00.

$1.50 PRINCESS SLIPS, $1.19.

Princess slips made of good quality white cotton, lace trimmed neck and arms, sizes 34 to 40, particularly smart value, and would retail, if necessary, at $1.50. Just clean from the factory, a doz., $10.50.

MEN'S 10c HDKFS, 4 FOR 25c.

Colored, bordered and plain hemstitched job handkerchiefs for men, assorted, borders are ¼ and ½-inch hemstitched, regular values up to 90c doz. These are offered in 10 doz. lots at one price, a doz. 50c.

50c. WORKING SHIRTS, 39c.

Men's work shirts, stripe drills in black and white, full made, roomy shirts in all sizes. Regular $4.50 values, a doz., $3.75.

$1.00 BALBRIGGAN UNDERWEAR, A SUIT, 69c.

300 dozen men's balbriggan underwear, shirts and drawers (seconds) sizes assorted, in bundles, natural, sky, grey, etc., mostly $4.50 lines, at a leader price, a doz., $3.00.

25c. FANCY HALF HOSE, 19c.

Fancy half hose, German makes in lisle and mercerized, jacquard, plain colors and fancy stripes, spots and silk embroidered, all shades, including black—a mill run and assorted sizes to the dozen, includes values up to $2.25, a doz., $1.50.

10c. MEN'S SOX, 3 PAIRS, 25c.

250 doz. (seconds) mixed cotton sox in staple blue and white and brown and white, in ½ doz. packages; all sizes assorted. Regular 90c doz., for 75c.

$5.00 FERN POTS, EACH $3.98.

5¾-inch cut glass fern pots with silver-plated lining pan, buzz wheel and diagonal cutting mounted on 3 feet, extra value wedding favors, each, $2.90.

$10.00 FERN BOWL, $7.48.

Fern pots, 8-inch diameter, exceptionally brilliant, buzz star and diagonal cutting, silver-plated lining and a beautiful June wedding present, extra value, each, $4.50.

$5.00 FRUIT BOWL, $4.29.

Silver-plated, gold lined raw fruit bowls, 8¼ inches in diameter and 6½ inches high, embossed grape cluster design and suitably engraved. A handsome gift or club trophy. A unique piece, only, each $3.25.

$6.00 CUT GLASS PITCHER, $4.48.

2½ pint squat cut glass jugs, buzz star with diagonal cutting, deep and rich. A leader, each $3.00. 3-pint size as above comes at $3.75 each.

$3.75 BERRY BOWLS, EACH $3.19.

8-inch cut glass berry bowls with buzz, diagonal and star cutting, out of the ordinary and suitable for any cabinet. Regular value to cost $3.00 each and offered at $2.25.

Fancy China and Metal.

Retailers who wish to be forehanded in the selection of an exclusive stock of novelties for next season's holiday trade will do well to look into fancy china and metal wares before the wholesaler's stock is picked over, as many agents show these as import articles, early placed orders will mean prompt deliveries, an advantage which cannot be overlooked.

Particularly enticing are the lines on display this Spring. Not only are the usual tea sets and five o'clock's of Dolton, Austrian and Derby shown, but dainty Dresden effects at reasonable prices are seen in all the new designs. Gift sets which will be popular include the bouillon and cocoa sets, the salad sets and lobster sets. Fancy goods wholesalers carry sets of forks, spoons, etc., to go with these china novelties, and a careful selection will help out Christmas displays universally.

Fancy brasses have seen great increase of demand during the last few years, no well-fitted home now but boasts of its fancy coal hod, scuttle or andirons. Owing to the durability and handsome appearance of these articles, brass has come into favor in other lines. Jardinieres in plain, pail shape, with side knobs and handle, form an excellent holder for a flower pot. Basket weave effects are seen in brass wastepaper receivers.

Brass bridge scores, brass smoking sets and urn-like vases, flower-stands and tay stools are also seen. The brilliant satin finish appears to be the general rule and very plain undecorated effects prevail.

Copper is much used in the same forms as above enumerated. Copper gipsy pots make admirable jardinieres, and copper tea-kettles are quite a rage. If anything, copper trays and tea accessories serve to heighten the daintiness of the china more than brass.

Good Prospects for Belts.

Undoubtedly the trade in belts has been affected by the vogue of the raised waistline, but increase of sales is confidently expected for the coming season. Patent leathers have shown some tendency to move in connection with the new military-looking middy dresses. Smart tailored effects in linens will also call for the use of these belts, but this would scarcely be sufficient by itself to tide over the present dullness if it were not for juvenile and men's lines. Fortunately these latters are better than usual.

Juvenile belts should be heavily stocked by the retailer, as they will be universally worn with the laundered suits now so prominent in children's wear.

How Customers are Lost and Won

Two Instances in Which Salespeople Misjudged Their Customers --- Pays to Have Reliable Phone Service --- When an Unfortunate Remark Lost a Sale

A careless remark on the part of a salesman will often spoil a sale before he has a chance to show the customer the goods required, or anything that might be substituted should the line asked for not be in stock. Here is a case in point. A lady entered the dress goods department of a large city store and asked for a shade of satin in a line that is widely advertised and is very well known. He had two shades, but neither was satisfactory, and he immediately created the impression with his customer that he did not have the shade she required. Her companion, who was from a distant town, remarked that it seemed peculiar, as the goods could be obtained at almost any time in the local stores. This did not please the salesman, who immediately remarked, "Well, possibly the line is more suitable for a small place." He thereby displayed his ignorance of the goods, but missed an opportunity to ascertain whether the shade was actually in stock, and his unfortunate remark lost him the sale.

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Where Curtailment Did Not Pay.

The telephone enters so largely into the business life of a community nowadays that no merchant can afford to have it treated as other than a live member of his staff. It should not be abused, and its calls should be attended to by a thoroughly reliable person. Not infrequently when the telephone is in charge of a minor, temporarily, important messages have been mixed or entirely forgotten, and such a thing reflects upon the store's system. Writing upon this matter, a merchant had this to say: "A few months ago I arrived at the conclusion that my office expenses were too high. I had three girls employed there most of the time. One of them had little else to do than answer the phone, and she was a very reliable girl. Thinking, however, that I could dispense with her services and leave the phone to the other two, I allowed her to go. It was an unwise move. The two other girls were so busy with other matters that they could not attend to messages properly, and after three or four mistakes, I placed a smaller girl exclusively in charge. This was no improvement. She would mix names, numbers and orders. Then it occurred to me that it would be a splendid idea to have the former girl back again and work up the phone end of the business properly. This I did, and there was improvement from the start. I would have this girl call up people on personally selected lists and tell them about special features of our advertising. In some cases we put ourselves out considerably to secure special information for enquirers, and in time our phone service was greatly appreciated for its reliability, and we have every reason to consider it a most important adjunct in selling goods, when you know your people thoroughly."

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Appearances are Deceptive.

A dry goods merchant, writing to The Review with reference to mistakes made by salesmen in properly sizing-up or approaching customers, has this to say: "Just the other day one of our boys nearly spoiled a good sale by his failure to show goods that he thought were beyond the limit of the customer's buying inclination. An agricultural-looking person entered and asked to be shown a suit of clothes. The clerk sized him up as being somewhat of an indifferent proposition and did not take any special pains to show him a good range of values or to focus his attention upon any one garment. The man finally said he guessed he would call again and walked towards the door. I happened to be returning from lunch at that time, and as he opened the door I recognized the reeve of one of the neighboring townships, a wealthy farmer who didn't look it. We shook hands, and I remarked that I hoped he had been properly attended to. 'No,' he said, 'I haven't. One of your young men waited on me and he doesn't seem able to show me what I want. This is the first time I've tried to buy a suit without having my wife along. Just thought it was time I could do these things myself.'

"I just took that man in hand and inside of half an hour I had the cash for a sale amounting to $68.50, and most of it was from the very best stuff we had. Appearances are certainly deceptive."

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It Started a Good Account

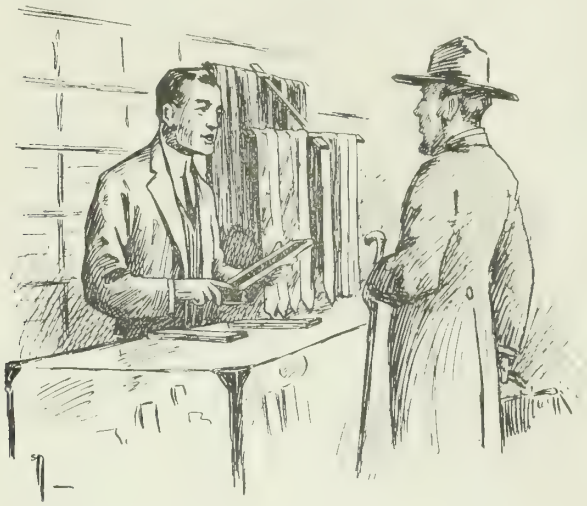
Another story with a similar point is told by a dry goods merchant. "Not long ago," he writes, "A new family came to our town and brought with them the reputation of being wealthy and fairly good spenders. For some reason or other, they did not seem to be in any hurry to distribute their money among local merchants or to mix with the inhabitants. The grocer said they did most of their business over the 'phone. They occupied one of the old-time residences of the town, but they seemed to hold aloof to such an extent that nobody could get a line on any of them except a young man who had a position in a local bank. We stormed them with our advertising matter. One day I was walking through the dress goods department of my store when I noticed a little old lady, well, but plainly dressed, sitting at one of the counters. As I passed, I heard the salesman saying to her, "We have something at a higher figure, of course." It sounded as though he had a deep-rooted conviction that the little old lady had a very short limit so far as purchasing power was concerned. I waited a moment, saw that the customer was an entire stranger, and that the salesman was still fussing in take-or-leave-it manner with the goods he was showing. I stepped up and politely enquired what was wanted by the customer. She overheard me and as she arose from the seat, preparatory to leaving, stated that her daughter, Mrs. VanSmissen, had asked her to call and look at our foulards. VanSmissen! That name was enough. I directed the salesman to show the best goods that he had in the place, and the result was that in a few days we received the first of a very fine series of orders which have been coming ever since. Yes. it certainly is easy to judge a customer too superficially, and a little word will often spoil a good account."

Low-price Customers and Better Goods

The Problem Presented by Last Review Salesmanship Cartoon — Many Bright Replies Received — First Prize Goes to Jas. Fagan, Cornwall; Second, Angus McNaughton, Huntingdon; Third, F. J. Lancaster, St. Mary's

THE problem described in The Review's last salesmanship cartoon is one that not only applies to men's wear lines, but also to every department of a dry goods store. How to size up a customer correctly in order that he may in the shortest possible time, complete a satisfactory sale is the great problem in salesmanship. In this case the clerk made a mistake in first presenting goods which immediately gave the customer the impression that he had entered the wrong store to secure the kind of neckwear that he wanted, by offering a high-slass and high-price line.

When he entered that store the customer had his price limit fixed in his mind and the salesman's first move was equivalent to an uninvited attempt



Customer: I have never paid that much for a neck-tie. I'm afraid you're too high-class for me. A cheap tie wears just as long as a dear one. I hardly think I'll buy anything to-day.

to unconvince him. It was wrong to advance to that stage without first considering goods upon which the customer would let fall some opinion as to the price he wanted to pay or any inclination he might have entertained to go in for a higher price. The great point in the cartoon is how to proceed to interest the customer in the better article.

Always Begin with Cheaper Grades.

The first prize in this contest is awarded Jas. Fagan, Cornwall, whose reply as as follows:

"In the first place by sizing up your customer, you can very often tell whether it would displease him by showing low-priced goods. I always begin with a customer by showing the cheaper grades but never talk too strongly of these; simply state prices, immediately showing the better goods. In this case, as it is neckwear, I reason with the man about the superior materials, more stylish patterns, greater variety to choose from, then in as pleasant a manner as possible, proceed: "You have never invested in this high-class goods; you have therefore had no chance to appreciate their superior points over less expensive ties. I can hardly agree with you as to the cheaper ones wearing as well. The little attractiveness in the cheaper ties soon disappears while as long as the better tie lasts you don't regret having bought it."

Lays Down Good Principles.

The second prize is awarded to Angus McNaughton, Huntingdon, Que., who, while not giving the exact words that he would use, lays down one or two good principles of salesmanship to follow in such cases as this. He states:—

"We find it a good rule to always give a customer credit for knowing what he wants, and begin by showing goods starting with the low-priced, working up to the high priced. In this way a salesman should soon be able to size-up his customer's taste and limit. If he finds that his customer has no decided taste or limit then he should determine for him. Many a sale and customer is lost by the salesman beginning at the wrong end. This customer is correct when he says that a 25 cent tie will wear as well as a dear one. And would buy 4 ties for $1, but would not buy two for 75 cents. A high-class store is a store where a good assortment of goods is kept and where the salespeople know how to handle customers. Calling a store high-class does not make it so.

Demonstrates the Tie.

F. J. Lancaster, St. Mary's, to whom is awarded the third prize, would proceed with the customer thus:—

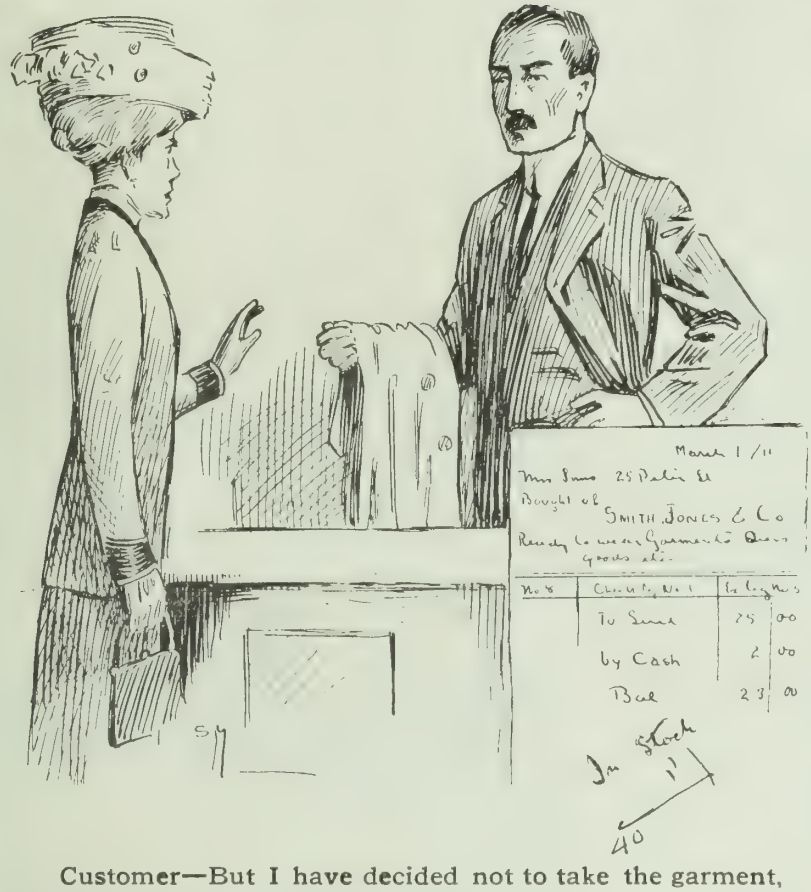
"You asked to see our best ties and in showing you this 50 cent line, I thought I was conforming to your wishes, however, we have a choice selection of the lower priced lines which I am only too pleased to show you. These, sir, are the 25 cent ones and if you will please notice I am sure you will have no trouble in discerning the difference between these two lines when you note quality and making.

"Yes you see the difference. Well now on our recommendation buy this 50 cent tie and you will also find the wearing quality to compare with the material and making, having as well, the much better appearance.

"Will you allow me to tie this on your collar to demonstrate my point as to appearance. You are now perfectly satisfied with this one? Thank you. If you will look through our clothing you will find it, we are proud to say, high-class, but the price of each garment and article in our store is low in comparison with the quality. Every article is guaranteed to give satisfaction."

Other replies in which the problem was ably dealt with, were received from E. M. Steadman, with B. Havey & Co., Digby, N.S., Robert N Tomlins, Charlottetown, P.E.I., Jas. Barker, with J. A. Mulligan, Wardsville, W. T. Mayo, Toronto, Mary Leigh, Kirkton, Ont., Thos. M. Armstrong, c/o Jas. Vair Co., Barrie, M. A. Ducaffe, Bridgewater, N.S., and H. L. Toombs, New York.

How would you deal with this customer?



Customer—But I have decided not to take the garment, and if you do not return my deposit, I shall never spend another dollar in your store.

WOULD you return her deposit and again place the garment in stock?

Or would you retain the deposit and risk the consequences?

A lady purchased a $25.00 suit and paid a deposit of $2.00, asking the salesman to hold the suit until she was able to pay the balance inside of three weeks' time. In ten days she returns and enquires if the suit is being held safely.

In another week she again returns and informs me she has decided not to take her suit and asks for her deposit to be returned. When told that deposits were not returnable under such circumstances, she declares she will never spend another dollar in the establishment if it is withheld.

She is a good customer, but to break the rule would be disastrous. The suit was held for her until after Easter, and could have been sold many times had it not been held for her.

For the three best answers to this problem the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year.*

All contributions to be published in one issue of *The Review.*

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of *The Review.*

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

Good Advertising Illustrates Essentials

Vancouver Adman Makes Some Suggestions — Attractive Layout by Duncan Ferguson Co. — The Dauphin Mercantile Co.'s Striking Sheets — Making Use of the Sporting Page.

F. S. Garner, advertising manager of the Hudson's Bay Company, Vancouver, considers the criticism of his advertisement in April 1st issue as just and fair. He offers these suggestions with reference to criticisms in that number:

"Re your criticism relative to the similarity of the set-ups of the ads. representing Brantford merchants, I may say that I do not coincide with your


Duncan Ferguson Co. | DIRECT IMPORTERS | Duncan Ferguson Co.

BEAUTIFUL NEW LACE CURTAINS

Our Most Successful Annual Sale of These Dainty Draperies.

You know how it freshens up your home to hang New Lace Curtains. Our enlarged stocks leave you no excuse for neglecting a single window. The prices cover a wide range and the designs combine all new and best ideas for spring in cream, arab and white.

Our special assortment of Nottingham and Cable Net Curtains is causing much favorable comment

We Offer the Following as Examples of Our Stock and Inviting Prices.

NOTTINGHAM LACE CURTAINS ... 75 ... NOTTINGHAM LACE CURTAINS ... 1.50

CABLE NET CURTAINS ... 1.00 ... CABLE NET CURTAINS ... 2.00

NOTTINGHAM LACE CURTAINS ... 1.25 ... CABLE NET CURTAINS ... 2.50

ENGRAVING DONE HERE — WHILE YOU WAIT

Demonstration This Week Commencing Friday

Don't Fail to Come and See One of the Fastest Engravers in the World.

DUNCAN FERGUSON CO., Limited

A neat ad. in a 3 column space, 7 x 12 inches, Duncan Ferguson Co., Ltd, featuring lace curtains and a manufacturer's engraving demonstration. Both splendidly handled.

views as stated. I contend that every ad. should be set up in dummy form by the ad. man before his ad. goes into the hands of the printer. If all men would do this, it would be impossible for the sameness blame to be attached to the printer. I believe it would be a good idea were you, through your publication, to show your readers how ads. are prepared by most ad. men, showing the dummy which goes to the printer, then the proof of the ad. returned by the printer to be proof read, and again as same is printed in the dailies. A lesson such as this is bound to be of use to many copy writers."

During the past three months, a lay-out, a better arrangement for same-sized space, and suggestive dummy with carbon copy, have been offered in this department. More examples will be featured from different standpoints, both the printer's and the ad. man's.

There is nothing to show who was to blame in Brantford. Ad. men have no way of knowing what layout opposition advertisers are going to use, and it is natural to think that ad. men in Brantford prepare layouts and dummy, as other advertisers do.

In order to save time it is to be expected that Brantford printers resorted to usual forms, with consequent similarity. Some advertisers have no end of trouble in endeavoring to overcome this tendency, owing to printers not wanting to change, and in some offices lack of type makes it impossible.

Two options were open to Brantford merchants in overcoming this effect. One was different-sized spaces, and the other more contrasting type. Even with similar spaces, printers could have given more individuality to the advertisements illustrated in April issue by using different type for each advertiser.

Good Specimen of Ad. Work.

Duncan Ferguson Co., Stratford, featured a neat ad. in the Beacon of May 3rd. In a three-column space, 7x12 inches, their ad. man accomplished two things and did it well from every standpoint. A well-balanced and arranged ad. in all particulars resulted, which is not often seen in spaces this size. Two cuts were used.

While it could hardly be called a sale of lace curtains, and "sale price" beneath each item seemed unnecessary at the prices quoted, the department undoubtedly received extra business. This followed,


The Spirit of Spring

The Spirit of Spring Now Permeates The Whole Store

THE NEW SUITS ARE ALLURING.

THE TIME HAS ARRIVED TO VIEW THE NEW SPRING DRESSES

QUA & PATTERSON

THE LADIES' AND CHILDREN'S STORE

A Spring announcement featuring ready-to-wear and accessories. Striking cuts well arranged. A good ad. for Qua & Patterson, Collingwood.

because the ad. man only referred to popular-priced lines, and made novelty his drawing card. Each line was handled according to value, and six prices were featured, after a concise and convincing introduction.

In one-third of the space an innovation was featured. Free engraving gave the motive for a jewelry

demonstration. All articles sold were engraved with initials or monograms, done before customers at the time of purchase. An expert artist was secured from a manufacturing jeweler, and the work done on a line of white metal goods, buckles, brooches, hatpins, fobs, etc. Ferguson's ad. man announced it effectively.

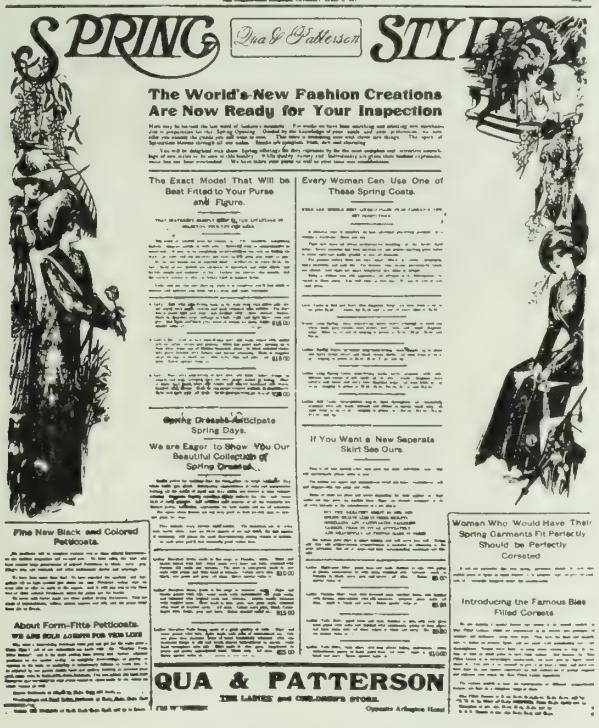
Aside from this, and considering coming June white events, the method rather appeals as a drawing card. In stores which have a jewelry department, it is particularly appropriate. There is no cheapening result evident.

Two Attractive Ads.

Ina & Patterson submit ads. which appeared in the Collingwood Bulletin on April 27th and May 4th. They deal with entire stocks in different departments, one being particularly devoted to ready-to-wear, and the other includes accessories. General price quotations are given.

While both ads. are attractive, and splendid cuts and headliners are used, the one featuring "Spring Styles" and six important sections of the garment department, appeals most forcibly. Both announcements would be exceptionally timely at Eastertide or preceding an opening display. They elevate the "tone" of a store.

Throughout, any individual section would serve as an exclusive ad. for each department, and with



Qua & Patterson's Spring styles ad. which deals with six sections of ready-to-wear effectively. A well arranged layout in the Collingwood "Bulletin."

the good language used any one line could have been elaborated into effective advertising, as a separate announcement. With such a basis, over twenty larger ads. are possible if more descriptive matter was included in price items featuring lines at the prices mentioned. The spirit of Spring could have been made to serve on a departmental basis if necessary, and the ad. man have had plenty of talking points. However, here he has combined it all, and with the possibilities of printing establishment it requires a lot of "copy" to fill two pages of combined ready-to-wear and accessories when item introductions are set in "machine type."

This ad. man has splendid ideas, but is handicapped in carrying them out. He says that the office



Consecutive ads featured by The Dauphin Mercantile Co., Dauphin, Man. These advertisements represent five different departments and a weekly policy leading to overly aggressive methods at some seasons. The centre one is considered best and most timely.

not having enough of proper type accounts for the difference in size of figures showing prices. Notwithstanding, he has succeeded in presenting two striking ads. and combined results show a particularly comprehensive grasp of stocks carried by this firm in these departments.

A Weekly Policy.

The Dauphin Mercantile Co. submit five consecutive ads. for criticism. Three are illustrated. With such a basis it is possible to get a good estimate of weekly merchandising done by this firm. These examples are overly aggressive and lead into unique combinations.

Conditions govern admen, but as a general policy, particularly at Easter season, there would seem to be some uncalled-for quotations and reductions at this time of the year.

It is admitted that weekly offerings are all right, but it leads to "pell mell" prices on ready-to-wear which do not always enhance style importance at millinery opening time. Why not try more tone information at such an occasion?

Candidly, this adman has too many departments to handle properly in three-column space, and it is a hard layout to arrange. He tries to maintain interest in every section, and no doubt succeeds; it is suggested that more attention be given to one line at a time. Treat each department on broader lines and establish an authority.

While it is remembered that conditions have to be considered, statements that "all profits have been lost sight of," and "actually less than mill quotations" are not always most convincing at Easter time. They might detract later from ads. which necessarily will have to be aggressive to effect clearances.

Discounts from 20, 33 1-3 and 50 per cent. make it hard to maintain values. For illustration, the lace curtain cut, with accompanying price, will have more actual result than various comparisons of values, even if such discounts are evident.

Some commendable arguments are used, and although machine type makes this reading matter hard to follow, these statements show brilliancy on the part of the adman. Of the five sheets, "Needs and novelties for the Easter toilette" measures nearer to seasonable advertising and comparatively with Dauphin's greatest store.

Weekly sale and grocery lists must be allotted their regular spaces, and pressure from departments has been a great influence in directing announcements. Easter merchandising would not seem to warrant such price quotations and aggressiveness. Judging by paneling, headliner and style cuts used, this adman can handle the situation. He will also understand the exception taken to otherwise good, snappy news.

Use the Sporting Page.

If there is one page in a newspaper more perused than another it is the "sporting sheet." Especially at this time of the year when different leagues are commencing their seasons and articles about players and play are particularly interesting, it would seem that admen could gain a point by running men's wear announcements, at least, on these pages whenever possible.

Although in some instances advertising more than overbalances the amount of reading information about current sports, there is usually enough matter worth reading to make advertisements particularly important. Especially is this so when men's furnishings and clothing are featured. Striking cuts are possible, and if admen use snappy talk, based on sportsmanlike and catchy phrases, good results are possible. Men are appealed to as a body when interest centres on live sporting happenings in local circles.

Sporting circles and fraternities have a common interest at this season and numbers of men become enthusiasts. Fresh air and an outing provide sufficient excuse for participating in local happenings in sport circles.

Here is just where admen have their opening and can make a dignified appeal. There are hundreds of advertisers in large papers, whose copy appears all the year round with sporting news. In conjunction with more current news and interest at this season sporting pages should be particularly attractive.

Whether usual announcements or value at $15 are strong points, or Summer toggery is combined with hot weather, lemonade, peanuts and "three-base



Two striking ads. on a sporting page. Each one is prominent and reaches a particular class, especially at this season of the year.

hits," arguments can fittingly be addressed to a clientele of liberal buyers. These purchasers are all good customers, who appreciate value and style. Sometimes there is an "open-handedness" not found at other seasons of the year.

Increase Your Salary $5 to $10 per Week

MacLean Publishing Co.

143-149 University Ave.

TORONTO, ONT.

Acting as circulation representative for the MacLean Publishing Company is in itself an excellent business training.

By looking after the new and renewal subscriptions of their thirteen publications you can increase your present income at least $5.00 each week

One hour a day is ample time to enable you to earn this salary.

Competent representatives will be given charge of our entire business in their respective towns—securing renewal orders also new business.

This work is pleasant and does not require experience.

No matter what size your town may be there is plenty of opportunity for a circulation representative of The MacLean Publishing Company, to earn five dollars every week, in addition to his present salary.

Write at once for particulars.

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St., Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

SITUATIONS VACANT.

TRAVELLING TAILOR WANTED TO TAKE special orders, promote and appoint wholesale agencies and cover a lot of ground each season for the biggest tailoring firm in Canada. Experienced man only. Apply with references and salary required to C. P. CREAMER, The Semi-Ready Co., 472 Guy Street, Montreal.

WANTED—Experienced traveler to sell Axminster Squares and Mats. Liberal commission for Ontario and Eastern Provinces. Apply Box 14, DRY GOODS REVIEW, Toronto.

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

INDISPENSABLE in office, store, home—Canadian Almanac, 1911—a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper covers, 60c., cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

MULTIPLE TYPEWRITING and real printing turned out by the Multigraph in your own office will get more business and reduce printing bills—saves 25% to 75% of average annual printing cost and stationery, system forms and circulars. Write for particulars American Multigraph Sales Co., Ltd., 129 Bay St., Toronto, Ont.

THE MAXIMUM REDUCTION in Insurance Rates results from installing our Fireproof Windows, Doors and Skylights. We are specialists in this line and give you a close price consistent with really fireproof goods. Manufacturers of Fire Bucket Tanks, Fire Extinguishers, Oily Waste Cans, Corrugated Iron, Metal Ceilings, Cornices, etc. A. B. ORMSBY, Limited, Toronto.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited. ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

Paper Fairly Well Met.

IN spite of reports from the country to the effect that cold weather had interfered very materially with business, enquiry shows that paper due on May 4th was fairly well met, and that there were very few requests for extensions. The warm weather of the past few weeks has done much to stimulate business, and sorting orders have developed a volume more in keeping with the time of year.

An Abomination for Gloves.

Alphonse XIII., the King of Spain, never wears gloves, for which he has an abomination; even upon the most solemn occasions he appears with uncovered hands. Consequently when he recently paid an official visit to Saragossa, he was greatly surprised to see an oil painting of himself at the town hall, depicting him wearing a fine pair of white gloves. According to the "Gil Blas," this was not due to a mistake on the part of the painter, but to the following piece of official economy. Alphonse XII., the present King's father, had a weakness for presenting his portrait for hanging in all official buildings; and one of the paintings duly reached Saragossa. And the city fathers of that place, on hearing that the King was coming, got a painter to paint out the late King's head, and substituted that of his son—thus putting a young head on old shoulders, and, of course, leaving the gloves still on the hands.

Several striking effects have been seen in draping the popular bolt stands. In nearly every dress goods and silks window either one or two different ideas in showing fabrics were introduced. Several entire windows combined the new stands and pedestals with seasonable materials, millinery and accessories. In each instance individual arrangement and artistic draping were noticed. Goods were not apparently damaged by using these simple draping forms and attractive displays were accomplished.

A Business Asset

The ability to speak English correctly and fluently is a business asset of no mean importance.

Yet how rare it is!

YOU, Mr. Dry Goods Clerk, or Mr. Salesman, may need this ability, and it can be easily acquired. There is a fascinating way to polish up your English by acting as

CIRCULATION REPRESENTATIVE

of the MacLean Publishing Company.

We have an attractive offer to make you, one which will qualify you for better positions, and, if you hustle, will mean a weekly salary of $15, year in and year out.

The work will not require all your time.

Write at once for particulars.

MACLEAN PUBLISHING COMPANY
143-149 University Avenue - - TORONTO

ADVERTISING INDEX

B
Burnley, Thos., & Sons, Ltd. ... 44
Butterick Pub. Co. ... 5

C
"Craftana" ... 43
Canada Cloak Co. ... 25

D
Deacon Shirt Co. ... 41
Dominion Ostrich Feather Co. .. 48

E
Eagle Knitting Co. ... ..Outside front cover

F
Forth, Potter & Co. ... 7

K
King, John, & Son ... 14

M
Millinery Commissioners, Ltd. .. 49
Macdonald, John, & Co., Ltd... ..Outside back cover
McCall, D., & Co. ... 47
McElroy Mfg. Co. ... 34 35

P
Parker, R., & Co. ... 51

R
Rosenwald Bros. ... 12
Russell & Woolven ... 56

S
Singer, A. T., & Co. ... 43

T
Turnbull, C., & Co. ... 43
Technical Books .. inside front cover

W
Wrinch, McLaren & Co. ... 11

TABLE OF CONTENTS

Art of Display ... 17
Cairns Building Large Store 40
Celebrated His 25th Anniversary 57
Children's Garments ... 26
Corsets ... 23
Drastic Remedy for Over-Production ... 38
Dress Accessories ... 6
Dress Goods ... 15
Editorial ... 1
Fancy Goods ... 10
Good Advertising ... 64
How Customers are Lost and Won 61
How to Make and Trim Hats ... 52
Interesting Low-price Customers 62
Knit Goods ... 42
Millinery ... 45
Montreal Horse Show ... 37
Ready-to-Wear Garments ... 23
Reduce the Alteration Problem. 39
Show Cards ... 13
Salesmanship Cartoon ... 63
Snappy Offerings for Summer Sales ... 58
Suggestive Use of Item Cuts 3
Style Recommendations for Fall 38

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

To the Trade May, 1911

Gentlemen:---

The aim and scope of this announcement is to impress you with the fact that we want to reduce our stock, in every department, before our Semi-annual Stocktaking May 31st. Assorting orders during the month of April were not as extensive as we expected them to be, and therefore leaving us at present with surplus lines of Spring goods. To clear these lines we will commence a sale on Monday, May 22nd, giving special inducements on all orders placed with us for any of this surplus stock, to merchants and their buyers visiting our Warehouses while this clearing sale lasts.

As usual, we commence every season with new goods, and after the first of June require all available space for our Fall Stock which will arrive daily during that month. We feel assured if you visit our Warehouses during this sale it will, more than ever, result in mutual benefit. We will give you October, 1911, dating on all orders placed with us during this sale. Goods so ordered to be shipped on and after May 25th. We cordially invite you to call.

Yours very truly,

John Macdonald & Co.,
LIMITED
TORONTO

Vol. XXIII No. 11

DRY GOODS REVIEW

JUNE 1st 1911



WANTED

OWING to the rapid growth of our paper, we now have another opening on our staff for a young man who knows the dry goods business. Good position for the right man, who has ideas and knows how to put them on paper.



White Duck Specials

Waiters' Coats
Cooks' Coats
Barbers' Coats
Butchers' Frocks
Porters' Coats
Bar Vests
Surgeons' Gowns
Dentists' Coats
Outing Trousers
Boys' Bloomers
Aprons

Khaki Specials

Norfolk Coats
Outing Trousers
Riding Breeches
Outing Shirts
Miners' Shirts
Working Shirts
Auto Coats
Boy Scout Suits
Boys' Bloomers
Overalls

BOYS' KNICKERS, Double Front and Seat TROUSERS OVERALLS

Robert C. Wilkins Co., Ltd.
Montreal

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our New York Office, 29 Broadway.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.
New York, 29 Broadway

FOR FALL TRADE

An inspection of our samples will prove a liberal education as to what fashion demands for the coming season.

Note Particularly the Showing of These Departments

Cottons, Housefurnishings, Smallwares and Notions, Dress Goods, Men's Furnishings, Hosiery and Underwear, Silks, Woollens, Ready-to-Wear Garments, Laces, Embroideries

Feature Summer Goods

Now is your time to provide for midsummer clearance sales. Every department in this house can help you in this respect.

GREENSHIELDS LIMITED

MONTREAL

Please mention The Review to Advertisers and Their Travelers.

PRIESTLEY'S DRESS GOODS

One sure way to increase your Dress Goods Business is to feature *PRIESTLEY'S DRESS GOODS.*

THE COMPLETE

FALL LINE

IS NOW BEING SHOWN

SOME OF THE NEW THINGS:

PRIESTLEY'S

NEW BLACKS

Madras Poplins,
All Wool Veletta,

TOLEDO RANGE

Veronese Ottoman,
Wool Voiles
Taffetas and Panamas,
Silk Warp and
Ravennea Twill.

PRIESTLEY'S

Concord Coatings, Sandow Coatings, Black, Navy and Cream.

SERGES

Silk and Wool Henriettas,
Silk and Wool Ambrose,
Silk Warp Helena,
All Wool Victor Imitation,
All Wool Oxford Tricot,
Shepherd's Checks.

Our General Fall Collection meets every possible want, and will boom your Dress Goods business.

SOLE AGENTS FOR PRIESTLEY'S DRESS GOODS

GREENSHIELDS LIMITED, MONTREAL

Gault's

Embroidery Stock Specials

from

One of Our Leading Departments

Lot 53—27-inch Swiss Embroidery Flouncing, in assorted designs, for sale price 49c yard
" 54—27 " " " " " " " " 89c "
" 55—45 " " " " " " " " 99c "
" 366—Assorted Edgings, Insertions, Flouncings, (Seconds), for sale price 10c to 29c yard
" 367— " " " " " " " 10c to 39c "

Write for sample box of any of above on approval, costing $25 to $35 box

Do it Now

ANOTHER LEADING LINE. OUR

Coat Sweaters and Golfers for Fall

19 STYLES

CHILDREN'S MISSES' LADIES'

Over 100 cases will be opened up June 1st. Already we are booked ahead of last year but can take care of your order now and

Guarantee Prompt Delivery.

New styles, all colors and sizes, biggest values at lowest prices.

THE GAULT BROTHERS CO., Ltd.

Smallwares MONTREAL Department

When it Comes to Hard Usage

Success Overalls



stand more wear than any others made.

There is every good reason why they do. The denim in Success is honest weight—no dressing to make a 6 oz. denim weigh as much as an 8 oz.

Then every seam is double stitched. The Overalls open at the sides but are faced so that they cannot rip.

Success are cut on big lines, plenty of room and good high backs and wide legs. Extra pockets.

Ask your Wholesaler. Be sure of the Success Label.

SUCCESS BRAND REG'D

The Canadian Converters' Co. Limited.
Montreal



The Black Prince Shirt Gives Full Satisfaction

From every standpoint the Black Prince Shirt is a thorough success.

The material is a very high-grade black, fleece-back serge—the dyeing is guaranteed fast black.

The making is the very best. The shirts are cut very full—with good long sleeves, and every seam is double stitched.

Every Black Prince you sell makes a thoroughly satisfied customer. It will fit and wear just as the wearer would have it.

Ask your wholesaler for sample and price or write us direct. This is a high-grade shirt which you can retail at a profit.

The Canadian Converters' Co. Limited.
Montreal

Established 1832 Cable Code: Law-Bradford

Fall 1911

"Lawrus" Fabrics.

REGISTERED

Exclusive Designs

Showerproof Goods

Mohair and Alpaca Linings

Buyers visiting England can see a full collection in Bradford and London.

Law, Russell & Co., Limited

Converters of Bradford Fabrics

BRADFORD AND LONDON, ENG.

Hymo

¶ Sartorial art can accomplish much, but the skill of the best cutter is often frustrated by an ineffective interlining.

¶ Hymo insures smoothness and elegance, as it obviates the tendency of a coat to furrow or cockle and hence every member of the tailoring profession who has experience of its merits bears testimony to the value of this discovery.

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Obtainable from all High-Class Wholesale Houses.

Look for the Trade Mark stamped every five yards on "Hymo" Cloths. None genuine without.

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Sole Manufacturer

James Hymans

(Wholesale Only)

8 and 10 Crescent Minories, London, England

SAMPLES ON REQUEST

Obtainable

From All Canadian Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills

Glasgow, Scotland

DEBENHAM & COMPANY

PARIS LONDON NEW YORK

FALL IMPORT

DEBENHAMS FOR NOVELTIES

SILKS
RIBBONS
VELVETS
VELVETEENS
DRESS GOODS
LACES, NETS
VEILINGS, NINONS
Etc., Etc.

Summer Sorting

We are in a position to supply your requirements in Silks, Ribbons, Velvets, Etc., Etc.

DEBENHAMS (CANADA) LIMITED

MONTREAL
18-20 St. Helen Street

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Bay and Wellington Streets



CORTICELLI has made a name for itself not only for its elegance but for its absolute reliability.

Our spool silk is all that could be desired for quick-selling, profit-assuring merchandise.

The name that sells more and better silk is



Corticelli

When you install CORTICELLI lines in your store you link your name with the best possible value.



Everywhere it is evident that CORTICELLI is the consumer synonym of silk satisfaction.

Corticelli Silk Company
LIMITED

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SALESROOMS---4 St. Helen Street, Montreal. 56 Albert Street, Winnipeg. 24 and 26 Wellington Street W., Toronto. 91a York Street, Sydney, N.S.W. 318 Homer Street, Vancouver.



FOR

Your June and July Sales

You need just the goods for which we want your order. We are offering splendid lines of Summer Wear at greatly reduced prices. Don't wait till the last minute. Sort up your stock NOW and get the benefit of our low prices while the demand is good.

CLEARING PRICES IN

LAWNS,
WHITEWEAR,
BLOUSES,
UNDERWEAR,
Etc., Etc.

SEE OUR TRAVELLERS' SAMPLES OR WRITE US DIRECT FOR PRICES AND SAMPLES.



WE ADVERTISE WHAT WE HAVE AND PRODUCE THE GOODS.

JOHN M. GARLAND, SON & CO.

WHOLESALE DRY GOODS

OTTAWA, - - CANADA

How Customers are Lost and How Won

How Three Different Salesmen Handled the Same Customer — Giving Opinions that are Unnecessary and Unappreciated — The Too-Candid Salesperson — Developing an Approach that is Natural in Young Salesmen

Importance of Being Natural.

IT is sometimes difficult for the young salesman to be natural, to develop an individuality that best fits himself alone, and to have it radiate effectively.

"I have always tried to impress upon my young men the importance of being natural in their treatment with customers. No man can do his best who tries to get away with some other person's inborn style.

"We had a young man here some time ago who, though bright enough, did not push himself forward sufficiently. Becoming impatient with him one day, I directed his attention to one of our best salesmen who at that moment was standing with his hand on the shoulder of a customer, talking up a suit of clothes.

"The youth took it to heart. A few days later one of our customers came up to me, quite breathless. It was a hot day, too.

" 'Say,' he chortled, 'that kid of your over there is too fresh. When he saw me going towards him, he rushed up, took me by the hand, brushed off my left shoulder and squeaked, well, well, old chap, it is a broiler, isn't it? Where does he get his drag, anyhow?'

"I couldn't tell him where the boy got his 'drag,' but I could hardly restrain a smile for the boy had a squeaky voice and wasn't adapted to that class of approach. I apologized and the customer was all right again.

"Walking over towards the department, I noticed that the boy was waiting on some customers. He was quite bright about it, too, and when I went up to him afterwards, he explained that they were friends of his.

"Now, my boy," said I, "why can you not be as natural in every case as you were with them. Don't try to copy other people. Give expression to yourself. You may copy other people's methods but not their individuality, with success."

The boy saw the point and he made good. He became an excellent salesman and is now head of a department in a large city store.

His Candor ran Riot.

Here is a case where a salesman allowed his candor to run riot with the result that he lost a sale.

A window, featuring coral, had been put in by the trimmer. There were collars and jabots showing touches of coral color, hatpins of coral, genuine and imitation, and also some pretty coral bar pins, some genuine, some not.

The bar pins attracted the attention of a lady who was passing.

"How much are those cute little coral pins?" she asked the salesman.

"Well, they're 50 cents," he replied.

"Are they genuine coral?" she asked.

"No, the fifty-cent ones are not real coral," he replied.

"Have you any that are genuine?" she asked.

"Yes, but they are worth from $2.00 up," said he. "You see it is just a fad of the moment, and the way to look at it is, that an imitation pin will last just as long as the fad will live. Coral is quite common now."

"I know that," said the lady, "but I fancied a genuine coral pin as a birthday present for my little niece. I don't think I shall select one to-day."

The lady, later, bought what she wanted in genuine coral in the jewelry store next door. The salesman in the jewelry department of the larger store hadn't learned that nothing becomes common that is genuine.

A Question of Necks.

There are still some salespeople who consider it their duty to give, unasked, opinions which are not only unnecessary but unappreciated—in some cases rude.

A young woman walked up to a neckwear counter and indicated her interest in sailor collars. She was a tall, though slim, young woman and her head was supported by a somewhat slender and ungraceful neck.

"These collars are fashionable, are they not?" said she, fingering a white and blue creation.

"Yes, quite fashionable," replied the salesperson, "and very effective on the person who can wear them. Wish I could use them, but I have such a scrawny neck."

This remark was not necessary, and in advertising her own neck, the clerk touched upon a subject of great delicacy to the customer. She didn't buy a collar, but she is wearing one just the same, and it is "very effective."

The Review was recently favored with a visit from H. S. Terris, of Springhill, N.S. Mr. Terris was last year awarded a prize of $100 by The Review for the best series of articles on "Meeting Mail Order Competition." He states that he put the money to good use by taking a trip through the west and on to the coast. He returns with a high estimate of the western merchants, and also with some of their ideas. He believes that an exchange of ideas has much to do with the permanent health of the mercantile mind.

"GET A RECEIPT"



Putting a Receipt in Every Parcel Benefits the Customer

It prevents disputes. Prevents overcharging.

Prevents mistakes in change. Stops mistakes in charge accounts.

Insures a proper record of money paid on account.

Gives information about special sales and new lines of goods handled by the merchant.

Protects children and servants by giving them a receipt to take home.

Shows which clerk waits on each customer, and in case goods are exchanged proves the price paid and date purchased.

Putting a Receipt in Every Parcel Benefits the Merchant

It stops mistakes. Stops losses. Removes temptation.

Increases trade. Increases profits.

BECAUSE It enforces a correct record of
All cash sales. All credit sales.
All money received on account and all money paid out.

It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers.

Makes each clerk responsible for the way he serves customers.

Every merchant's success depends on whether his methods of handling his business gives the above results.

National Cash Register Receipts protect millions of customers daily against mistakes and carelessness.

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made.
They sell from $13.00 to $870.00.

National Cash Register Receipts protect hundreds of thousands of merchants daily. . . . . .

Ask for complete information about the "Get a Receipt" plan. Write

THE NATIONAL CASH REGISTER CO., F. E. MUTTON, Manager for Canada
285 YONGE STREET, TORONTO 136

Please mention The Review to Advertisers and Their Travelers.

YOU CAN'T BEAT THE SUN WHEN IT COMES TO BLEACHING LINEN

because the sun's way is the way nature intended, the way which leaves the linen *soft and silky,* with none of the starch or sticky chemical dressing which is used to give inferior lines "the sun-bleached look." These linens *may* have the *look,* but only

"Old Bleach" Linens

have the *purity and quality.*

Before the sun does his work on *"Old Bleach"* Linen, the manufacturer makes the *warp and woof of equal strength,* knowing this prevents them weaving into "ladders," like poorer linens. The *originality and beauty of their designs* attract the eye of the man who knows linens.

Tempt your customer into your store with a display of *"Old Bleach"* —the exclusive linen.

BOOKLET SENT ON REQUEST

R. H. COSBIE - IRISH LINEN AGENCY - TORONTO



"SEE THE POINT?

Then get your Customers to SEE IT TOO.

It's the only one of the kind.

ABEL MORRALL'S

"BAYONET POINT" HAT PIN

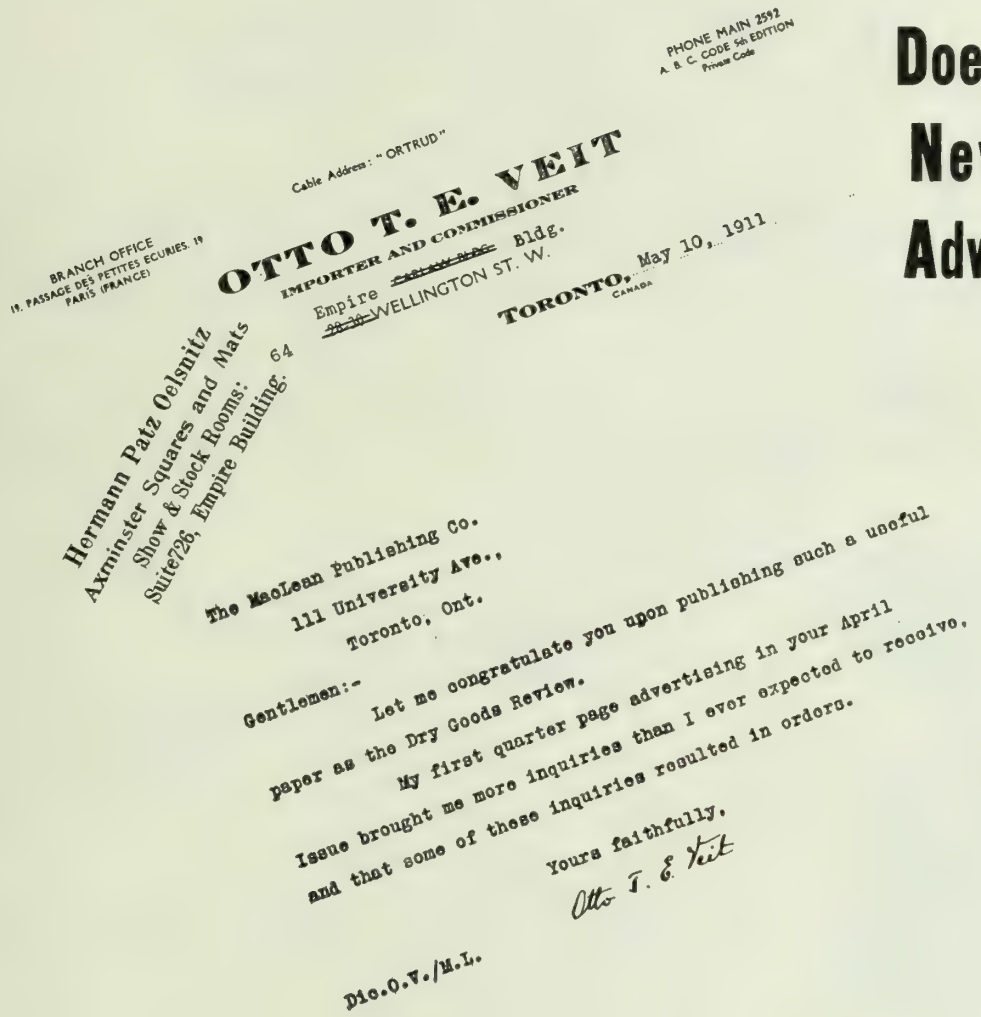
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19, PASSAGE DES PETITES ECURIES, 19
PARIS (FRANCE)

OTTO T. E. VEIT
IMPORTER AND COMMISSIONER
Empire ~~Chambers~~ Bldg.
~~36-38~~ WELLINGTON ST. W.
TORONTO, CANADA May 10, 1911

Hermann Patz Oelsnitz
Axminster Squares and Mats
Show & Stock Rooms: 64
Suite726, Empire Building.

The MacLean Publishing Co.
111 University Ave.,
Toronto, Ont.

Gentlemen:-

Let me congratulate you upon publishing such a useful paper as the Dry Goods Review.

My first quarter page advertising in your April Issue brought me more inquiries than I ever expected to receive, and that some of these inquiries resulted in orders.

Yours faithfully,
Otto T. E. Veit

Dic.O.V./M.L.

Of course it pays

if you get in the right paper. If you have anything to sell to the dry goods merchants of this country, The Review will carry your message, and carry it straight to the buyer. It is read from cover to cover because of the information it contains for these buyers. They have found it necessary as part of their business. This process of making new customers through advertising in The Review is continually going on. Your advertisement often gets the attention you desire when your travellers sometimes fail. JUST THINK THIS OVER.

The W. R. Brock Company (Limited)

Her Ladyship Garments

FOR FALL SEASON 1911



See Our Fall Line of

LADIES' COATS

LADIES' SUITS

LADIES' DRESSES

CHILDREN'S DRESSES

AND

CHILDREN'S COATS

Note the Style Values of this Line of Merchandise

MANUFACTURED BY

The W. R. Brock Company

LIMITED

TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

IN WHICH IS INCORPORATED THE CANADIAN MILLINERY REVIEW

Issued 1st and 15th of each month. | Office of Publication, 143-149 University Avenue, | Toronto June 1, 1911

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MONTREAL - - 701-702, Eastern Townships Bank Building
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One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

Are Retailers Responding Too Readily to Change?

ARE the merchants of the older provinces placing themselves at a disadvantage as regards selection and deliveries by buying closer to succeeding seasons than ever before?

It would seem that the merchant has not fully realized the rapid growth and increased demand from the west. In several instances, placing is left as late as was formerly considered advisable for sorting. This extra demand from the west is making the manufacturer and wholesaler more and more independent with regard to the older provinces, which business they had actually to depend upon five years ago. The growth in the west is out of all proportion with the increase in the east, and manufacturers are taking advantage of it. Does the eastern merchant fully anticipate this growth?

This is a question suggested by the fact that western merchants, distant from style and manufacturing centres, must necessarily place their orders further in advance than eastern merchants, who are practically within stepping distance of the market.

The almost simultaneous adaptation of styles to suit Canadian requirements are in great measure responsible for this condition, and it is for the retailer close to the market to consider whether he is not responding too readily for his own good.

Are they discouraging manufacturers and wholesalers to carry, in adequate quantities, stocks which will inevitably be wanted immediately the season opens? Are they by their action inviting a tendency toward indifference, if not of disregard, as to demand which, following the experience of a few years ago, is liable to be resented at sources of supply? Are they, in short, exceeding the limit of reason in expecting that wanted stocks will always be available in desired quantities, no matter when they buy?

A prominent retailer recently sized up the situation in a nutshell, when asked with regard to his purchases for Fall. Said he: "We cannot tell you anything definite as yet. You see, we are not placing in advance to the extent we used to. Our experience has been that no sooner does a new season approach than the style centres give prominence to some one line or novelty, and adoption is now so spontaneous all over the world that we have found it to our advantage to buy at a time when decision

is final. Of course, on some staple lines one is absolutely sure, but where style is likely to play an important part, our policy has been to wait as long as seems advisable."

In this statement is reflected the development in style in Canada. Not many years ago Paris was fully two years ahead of Canada in this respect, but everything has tended to bring Paris closer. More people are traveling abroad, extreme styles are more quickly modified and adopted, because it is good business, and in many ways correct style information is circulated and interpreted in an acceptable way.

But the keen competition that the local merchant has to deal with, the many opportunities for aggressive and profitable merchandising, the growing and insistent requirements of the country are as much a standing argument in favor of reasonable consideration of advance lines as they are an argument in favor of clean, well-kept stocks that will undoubtedly be in demand. There seems every reason to believe that the country is now undergoing a development which will ultimately equalize conditions.

Enterprising wholesalers and manufacturers are doing everything possible to link the east with the west, and inevitably the variance in marketing time now so evident will pass away. Just how it will adjust itself is at present hard to say. In any event, each section of the trade must fully appreciate the position of the other in order that there be the most satisfactory mutual results and healthy development.

Give Human Nature Its Due.

IT is as impossible to bludgeon human nature as it is to make water run up hill. No matter how heavy the hitter or how painful the fact, people will still consider it their privilege to exercise their own sweet wills when and where the opportunity offers.

Although there has of late been a great deal of tongue-threshing directed towards the mail order houses, not one has gone out of business, and all the pounding has not caused a moment's anxiety. Why? Because the mail order people do business in a way that appeals to human nature.

The man who has made most headway or has best held his own against outside competition is he who has given his people the greatest degree of confidence in his ability to give them satisfactory goods and service.

This matter was very logically sized up by G. B. Ryan, of Guelph, recently, when in an interview with The Review, he said: "Ridicule, condemnation of goods, bitter arraignment of methods, are not the instruments that will tell in this matter. No man can influence human nature in that way.

"People will always shop away from home to a certain extent. I would do it and you would do it, in spite of all argument. The line we have adopted is that of convincing the customer that she can here obtain service and values which cannot be surpassed anywhere in this country; that, and a square deal. When a letter or phone order is received it is unfailingly attended to by next express, mail or delivery.

"We know that in the large mail order house a vast amount of machinery must move before that order is filled, and that there are many opportunities for error, which in the smaller store can be absolutely avoided.

"The local merchant has many channels to the customer's confidence which are not easily reached by the mail order houses. He has many effective openings for educative work, but the most unwilling pupil is the one upon whom force is unnecessarily applied.

"In this, as in most merchandising problems, perversities of human nature have first to be considered."

Doesn't Pay to Smother Ideas.

A RETAILER in a northern town recently visited a central Ontario city and in one of the dry goods windows saw a background idea which caught his fancy. On returning home he had his own window trimmer pack his grip and hustle off to the city in question to get some ideas from the trimmer whose window had attracted his attention. That trimmer returned home full of enthusiasm and with particulars about the background.

The trimmer who had originated the setting was asked where he got his ideas. He replied: "Once in a while I take a trip to Toronto, New York or Chicago. My employers wish me to do that, in order to keep in touch with the best things, and then I secure some excellent ideas out of The Review art of display department."

Retailers cannot give their trimmers, or, in fact, any member of their staffs, too great encouragement in this direction. A man may have many original ideas tucked away in his head, but it is by coming in contact with the other fellow's way of working that he can often best develop them.

Contact with men who are constantly doing things will help the so-called amateur to discard what is not practical, to the benefit of that which is practical, and this makes him of increasing value to the firm employing him.

It stands to reason that a man whose knowledge is based on actual contact with facts is of more use to a store than one who has only vague ideas or who does not know how to begin.

Give the young man a chance. True, the more efficient they become the more restless they are likely to be, but there is more credit in being represented in the mercantile world by a graduate who knows his business than by one who is continually falling down.

Then, there is the fact to consider that there are just as many vacancies explained by a desire on the part of clerks to go where they can perfect their knowledge, as there are those caused by the call to good men to go higher.

No merchant stands to lose anything by helping to develop a good man.



YOU want quick delivery NOW

YOUR assorting orders should be filled complete and AT ONCE, so that sold out sizes and patterns in your dry goods stock may be replaced immediately. Otherwise YOU lose sales.

We specialize in the filling of RUSH ORDERS. We "put ourselves in your place"—and YOU get what you ask for, if it is to be had in the city.

Order through our traveller or write direct. YOU will get the goods by return.



THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

Encourage the Sales Force

Merchants can do much by developing sense of responsibility in their staff---Good openings for people who can do more than sell.

FROM many quarters come reports to the effect that there is great scarcity of competent salespeople. One explanation given is that there are so many opportunities, apart from employment in stores, opening the way to lucrative position, that there is not the same tendency, either among young men or women, to turn towards a mercantile career with the same favor as formerly.

Recognizing this as a fact, there are many merchants who give more systematic attention to encouragement of the staff. In one store, where a merchant wished to develop a certain department, he arranged to pay the salesman a percentage bonus on increases over their sales of a preceding period. It was an incentive to greater efficiency, and at the end of the month the salesmen found that their salaries had been nicely increased.

Where the salespeople know that the merchant has statistics before him which show the exact standing of the business from day to day, and what each salesman is worth to him, the object to be achieved by the merchant should not be that of constant fear on the part of the employes lest their sales drop off or results place them in an unfavorable light with the management.

The staff should be made to feel, rather, that they have full scope for their initiative, that enthusiastic co-operation is more to be desired than an invidious comparison of individual effort, and that the heads are always approachable in matters affecting the best interests of the business.

There is, however, an aspect that must not be lost sight of. It is important that there be good salesmen—people who know how to approach and handle customers—but there is a distinct call for the young man or woman who can manage. A salesperson may not be able to sell more goods in a day than he or she is doing, but it is often possible to plan so that business will otherwise receive a benefit.

Not long ago a young woman in charge of a department asked for an increase in salary.

"What am I to get in return?" asked her employer. "You say you can sell no more goods, and I believe you. But is there no other way by which you can convince me that I am getting value for this increased outlay? The money is there for you if you show me you are worth it. Are you sure you cannot improve the management of your department?"

This was a suggestion which took hold. It opened the salesperson's eyes; she began to think. Next week she cleared out a quantity of goods which had been overlooked for some time, and otherwise improved her management. She demonstrated that she was worth the increase, and got it.

The merchant who meets his salespeople on a fair, businesslike basis, who, instead of growling, drops a kindly suggestion or discusses a proposition candidly, and who at the same time does not abuse the salesperson's knowledge of the fact that he knows exactly what each one is worth to him, is the one who will develop them more satisfactorily and secure a firmer hold upon their loyalty.

Three Ways of Handling a Customer.

The attitude of the salesman should be receptive. He should labor to create the impression that he is entirely at his customer's service.

"I would like to buy some canton flannel at a shilling a yard—something about thirty inches wide," stated a customer (a man), who went into a dry goods store the other day.

The salesman assumed a distinctly superior air.

"Can't get anything at a shilling a yard that width," he sniffed. "Anyway, we can't get it that wide at all. They don't make it that wide now."

His manner was even more a challenge than his words; a challenge to the buyer to buy canton flannel thirty inches wide if he had to visit every dry goods store within the city limits to find it.

"How wide have you got it?" he enquired; for he didn't enjoy the prospect of raking the entire city.

"Twenty-five inches," returned the salesman.

He thumped a bolt of it down upon the counter in a perfunctory sort of way, as if to say: "I don't expect you to buy, and it's only a nuisance waiting on you."

The buyer gazed critically at the goods.

"I'll have to see first if that width will do," he remarked.

"You can't get it any wider," the clerk assured him, decisively . "It'll have to do."

The same man called at another dry goods store. The clerk brought out his widest span of canton flannel—28 inches.

"We have it wider in the shaker," he added, pleasantly. "Here is a piece thirty inches wide. It is ten cents."

"I would prefer the canton, since it wears better," the buyer remarked. "If it will suit, I'll let you know."

As he went out, a question puzzled him. "Why," he mused, "didn't that first fellow offer to show me the shaker flannel?"

He called at a third store, in the same quest.

"Sure," replied the clerk, genially. "We have thirty-inch canton. How much? Fifteen cents. Eight yards, did you say? Thank you."

"Can you send it up?" added the customer. "I'm pretty well loaded with parcels as it is."

"Of course, we can," returned the clerk, pleasantly. "What is the address, please?"

Which shows how three different clerks in three different stores handled the same customer.

FLANNELETTE.

If purchasers of this useful material for underwear all the year round would buy the best English make they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

HORROCKSES'

Flannelettes

(made by the manufacturers of the celebrated Longcloths, Twills, and Sheetings)

are the best.

SEE "HORROCKSES" *Stamped on the selvedge every 5 yards.*

Horrockses'

Manchester and London.

Just another Evidence of the Splendid Service given by Gipe Carriers.

Glasgow Address: 48 West Regent Street. London, Eng., Address: 12 Falcon Avenue



ROBERT WRIGHT & CO.

BROCKVILLE'S GREATEST STORE.

IMPORTERS.

Dry Goods, Mantles, Millinery, House Furnishings, Etc.

Dunham Block, Opposite Court House Avenue.

Brockville, Ont., May 8, 1911.

The Gipe Carrier Co.,
Toronto, Ont.

Dear Sirs:-

We have been intending for some months past to write you a letter of appreciation, but the matter has been laid over owing to pressure of other things.

We just want to say that the Cash system which you installed in our store last year, is absolutely satisfactory, and the service could not have been better. Everything has run smoothly from the very start, we have had no break downs and no inconvenience.

The difference between this and the former service is extraordinary, and in this unsolicited letter we are prepared to recommend your carriers enthusiastically to any one requiring a simple and perfect contrivance.

We might say that at Christmas we passed through the busiest and most successful season in the history of this store, and we realize that the splendid service given by the Gipe Carriers, was a large factor in handling the business satisfactorily.

Wishing you every success, and assuring you that we will always be pleased to answer any enquiries you may refer to us regarding your carriers,

Yours truly

Robert Wright & Co

May 11th, 1911.-

Replying to yours of the 10th inst. You are at perfect liberty to use our letter for advertising purposes in any way you see fit.

(sgd.) Robert Wright & Co.

54th Anniversary in Dry Goods Business

Robert Wright Began His Career as Store Boy at Few Shillings a Week --- Is now Proprietor of "Brockville's Greatest Store" --- Interesting Recollections of Early Days --- Business has Steadily Expanded --- Ready-to-Wear Dept.

ROBERT WRIGHT, proprietor of "Brockville's Greatest Store," recently celebrated the fifty-fourth anniversary of his business career.

Mr. Wright is probably the only merchant in Brockville now in business who has been continuously so for this long period. In fact there are possibly very few merchants in Ontario to-day who have a similar record behind them.

Commencing in the humble capacity of store boy at a salary of only a few shillings a week, Mr. Wright has steadily forged to the front in his chosen career till to-day he is at the head of one of the most progressive department stores in any of the smaller cities of Canada.

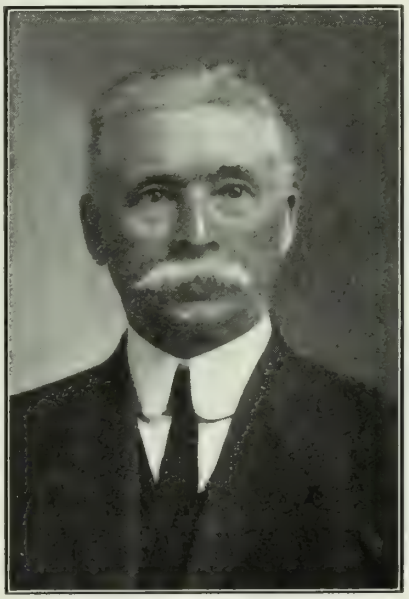
It was on April 10th, 1857, that Robert Wright secured a position with George Hutcheson, then the leading merchant of Brockville. His first duties that morning were to make a fire in the ancient wood stove and remove the old-time shutters from the store windows. Mr. Wright's recollections of these early days are very interesting. At that time Brockville was the western terminal of the Grand Trunk Railway and the spring goods never arrived till about the middle of April.

Bought First Employer's Stock.

Mr. Hutcheson, who was Mr. Wright's first employer, continued in the dry goods business in Brockville till March 1st of this year, when he retired, selling his stock to Mr. Wright, who disposed of it at the Hutcheson store in a big slaughter sale.

Mr. Wright's first business venture was in 1870, when he formed a partnership with James Moore, and the dry goods house of Moore & Wright continued until 1880 when Mr. Wright bought out his partner.

Eighteen years ago Robert Wright & Co. moved to their present handsome store which was built specially for their use. Some idea of the expansion of the business during this latter period may be obtained when it is noted that at the time of removal the store staff numbered less than twenty, while at



ROBERT WRIGHT, BROCKVILLE

Who recently celebrated his 54th year in the dry goods business.



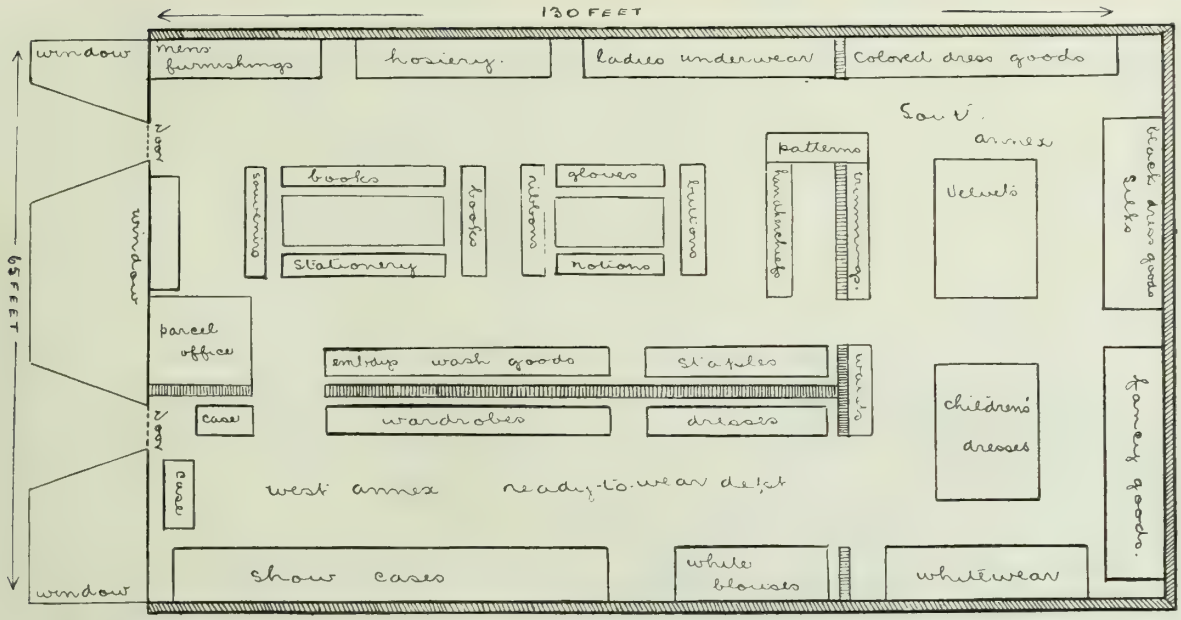
Handsome ready-to-wear department, fitted with wardrobes in mahogany, occupies a space 25 feet wide and 100 feet long.



View from main entrance, Robert Wright & Co., Brockville. Book and stationery department on right and men's furnishings on left.



Fixtures of the very fine millinery department are all in white, and aisles carpeted. It is 40 feet wide and 50 feet long.



Plan of main floor, Robert Wright & Co., Brockville. Heavy double lines indicate walls and suggest the expansion from the original store. Ready-to-wear department is on ground floor.

present nearly one hundred people are employed. The store has also been enlarged three times to meet the requirements of an expanding business, and at present about 30,000 square feet of space are used covering the four floors. The business is well organized and systematised and there are some thirty-five separate departments, including all the lines carried in a modern department store.

Two Excellent Departments.

Two of the departments, the cloak room and the millinery parlors, are known as among the handsomest in the country. The former occupies a space 25 x 100 feet in the west annex main floor and is furnished entirely with handsome mahogany wardrobes and show cases and carpeted with Axminster. The millinery parlors occupy 50 x 40 feet on the second floor, all fixtures being white and the aisles carpeted with rugs.

The top flat is given over to the furniture and upholstering departments and the dress-making rooms.

The entire basement is devoted to house furnishings, which includes besides rugs, carpets, etc., a complete kitchen department, also china, cut glass, silverware, cutlery, etc.

The dress goods and silk department has an ideal location in the rear annex of the main floor with windows on both sides and a large skylight overhead.

Besides the regular lines of dry goods on the main floor there is a splendid stationery and book department, one of the most attractive and successful sections of the establishment.



Whitewear Department, Robert Wright & Co., Brockville, showing effective methods of display by use of tables. Attractive doll forms used for children's wear

Sons are Active Business Men.

During the past fifteen years Mr. Wright has been a direct importer of European goods, making the foreign trip personally every summer. Last year this duty was delegated to Robert Wright, Jr., who will in future make the trips and fill the position of buyer for the store. Mr. Wright has also three other sons in the business, namely, George A.



Robert Wright & Co.'s store, Brockville. It has been enlarged three times to meet requirements, and at present 30,000 square feet are in use.

Wright, who is manager and advertising man; A. I. Wright, manager of men's department, and W. D. Wright, manager of house furnishing section.

Mr. Wright carries the burden of years very lightly and is apparently in his prime, getting through more work every day than any member of the staff. He has always enjoyed perfect health and is of an exceedingly active disposition. He owns a fine residence in the west end of Brockville overlooking the broad St. Lawrence. Here he devotes his leisure time to his splendid garden, which is his only hobby and affords him a great deal of healthful enjoyment.

Merged into One Large Store

For the purpose of making their stores attractive to the buying public, and of keeping in touch with up-to-date methods of displaying goods, Manchester, Robertson & Allison, St. John, N.B., have from time to time made extensive improvements in their premises, and have recently completed alterations to their main store, which are, undoubtedly, of more importance than any they have as yet undertaken. They have also altered considerably their retail office for the convenience of shoppers, and made changes of comfort and necessity to make room for their new department in ready-to-wear apparel for young ladies.

A remarkable transformation has taken place in the lower King Street store, in that, on entering, an uninterrupted view of the whole ground floor is presented to the visitor, instead of the old wall which formerly confronted one, dividing the handkerchief, glove and small fancy leather goods section from the prints and wash dress goods departments.

Iron columns now support the floor, in place of the wall, and a new fixture, only seven feet high, with shelves on both sides, runs the 110 feet length of the whole store, broken only by a passage just opposite the openings to the annex, leading to the hosiery and ribbon departments, and thence through to the men's furnishings department.

An up-to-date lighting scheme has been installed, both upstairs and down, and adds materially to the modern methods employed by the management to improve their premises. Several new "silent salesmen" have been added, and the whole store has been re-decorated, all of which changes supply the only hitherto needed modern touch to this, in all other respects, up-to-date emporium.

It has been found necessary for the firm to take the room lately occupied for the office on the second floor in King Street, and they have now opened up into their rear building, making connections through the silk deparement, and have fitted up modern offices, using furnishings of oak and walnut, and arranged after the manner of modern banking houses.

What is considered a decided innovation is the instalation of a ladies' writing room, in connection with the office, and here customers will find the requisite writing materials, and may have their letters or cards addressed, and parcels mailed, without troubling themselves to go to a mail box or to the post office. While it is believed that this new room will prove of vast convenience to shoppers, it will also serve as a meeting place, and, being comfortably furnished, a rest room as well. A modern lavatory for ladies is established in an adjoining room.

The situation of the stores occupied by this firm has made it difficult in a way to improve them so that the members of it themselves, as well as their numerous patrons, might be satisfied. This is due to the fact that the firm really occupies three separate buildings, and as they are located on a hill, it has been necessary in arranging them so that roomy entrances will connect them with each other, to have ramps and slanting stairways constructed. In the course of extension of their premises, also, other buildings have been acquired, and these have now been merged into one large store with three separate entrances, which will compete favorably with any of its kind in the Maritime Provinces, or in the larger cities of Upper Canada.

The factory of the Dominion Corset Company, at Quebec, was destroyed by fire on May 29, together with a number of other buildings. The plant was owned and operated by George E. Amyot, who is at present touring Europe in his automobile. The loss is estimated at about $250,000, fairly well covered by insurance.

R. L. Weldon, buyer for Goodwin's, Limited, dress goods department, left the first of June for a trip to the buying centres in England and the continent.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

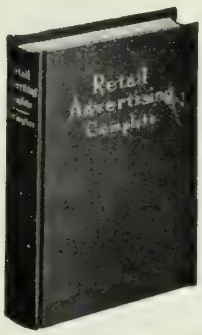
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, post paid $3.50

WindowT rimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

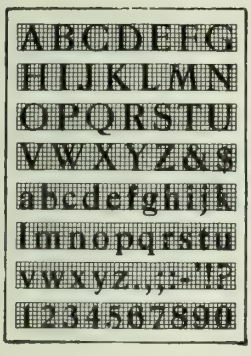
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding $2.50



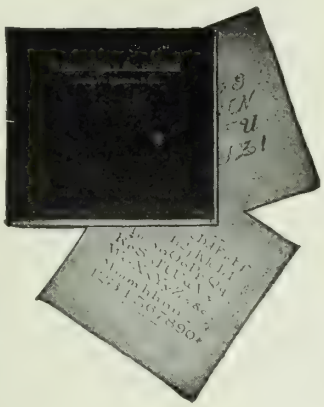
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid $1.50



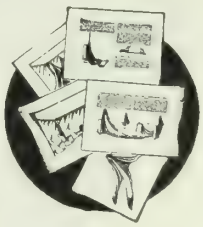
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

Koester System of Draping

A complete self-instructor in the art of draping dress goods for commercial display. Replete with drawings of original drapes with full instructions how to make them. Every detail of draping is so plainly shown in illustrations and so fully described that even a novice can execute them artistically. Price, prepaid $3.00



All books sent postpaid on receipt of price

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ART OF DISPLAY

and

Modern Store Equipment

Boost Interest in July Events

Half Holiday Sales and Dominion Day — No Excuse for Careless Trims — Make Good Show to Best Advantage.

AFTER the Coronation, departments throughout the store begin to take an airy appearance and feature suggestions for light, comfortable, warm weather wear and home-furnishing requirements so that the house may be fresh and cool. Less effort is given for elaborate trims and more simple, effective and merchandising displays are the rule.

During the last week in June an event of importance is the last home-furnishings sale of the season and a display of underprice offerings is necessary to give the proper swing to the selling end. Trimmers will find, as well as advertisers, that carpets and home-fittings are somewhat slow and sales begin to fall off. Just at this time any incentive, which can be given to help these departments to lengthen their season or clean up odds and ends is good merchandising.

Managers in this department have, by this time, decided what odd patterns in carpets, rugs, linoleums, curtains and draperies, they intend to discard or ends they would like to freshen up or clear. Attention devoted to these departments is actually an effort to reduce the stock to the lowest possible proportions before the holiday season.

AWARDS IN CORONATION CONTEST.

The awards in The Review's Coronation Contest are announced in the Men's Wear Section of this paper. Several excellent suggestions are illustrated and described.

Price an Important Lever.

Bearing this in mind, trimmers will find that their duties consist of showing most intelligently these odd lines and patterns included. Price becomes the most important lever in carrying out displays with success. Carpets at reduced prices are generally sewn free, as another attractive offer to help clean-up lines. Some firms even offer felt lining as an inducement for decision or making sales.



Rug and drapery display by Jas. McNichol for Richard Hall & Son, Peterborough. A section only of this display is shown to give suggestion of arrangement

Is Your Store Up-to-date?

NO STORE can be said to be up-to-date unless it is fitted with the latest designs in

STORE FIXTURES

Our Regular Line includes Silent Salesmen, Show Cases, Wall Cases, Counters, Portable Partitions, etc.

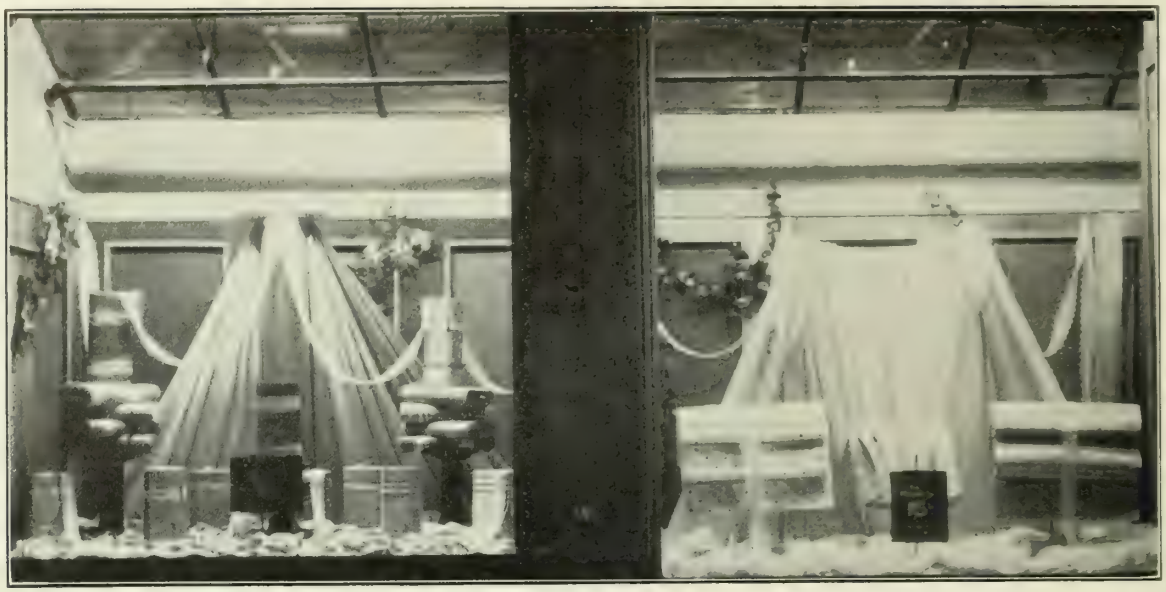
SPECIAL DESIGNS submitted on application.

We shall be pleased to send you our Illustrated Catalogue.



Jones Bros. & Co., Limited

TORONTO, - - - - - - CANADA



Two more views of a series of wash goods. Windows by A. Beauchamp, John Murphy Co., Ltd., Montreal. Printed muslins and stripe shirting zephyrs at popular prices are shown.

Rugs and carpets will both need window space and in this effort to maintain business, all short lengths and odd pieces of different qualities of Wiltons, Axminsters, velvets and Brussels will be combined in a display at a pronounced odd-price. Lesser grades of Brussels and Balmoral tapestries are also thrown out at a price, which means clearing reductions on these discarded patterns.

In going through the stock of rugs it will, no doubt, be found that one-price windows are possible on different qualities.

These displays are generally stocky and each rug ticketed with quality, period pattern, former price and clearing quotation. In this showing, single pairs of curtains and completed window hangings, which have hung fire, are arranged and ticketed in the usual way by contrasting the prices.

Drapery materials and cool Summer-like fabrics, hangings, lace curtains, at clearing prices, generally odd lots or patterns, where one to three pairs only are left, window shades at special reductions and Summer fixtures, poles, brass rods, rollers and curtain-stretchers are associated in such a way that one or two windows are feasible.

Some trimmers find that stencilling scrims, madrasses, art muslins and colored sateens, all make good displays at this time of the year. Cushion forms are again given prominence for boating, verandah, Summer cottage and outdoor uses.

One of the most important displays also is grass fibre and Japanese verandah rugs and screens, as well as cocoa mattings and mats. It is not necessary, however, to quote any undue cut prices on these and when grass furniture or beaded curtains are introduced a very pleasing window is possible.



Horse Show window for Goodwin's, Limited, Montreal. This is a very simple, though effective, setting, introducing gate, suitably garbed figure, and accessories. Trimmed by M. Garneau.

LUXFER PRISMS

¶ There is no substitute for Luxfer Prisms that can be relied upon to duplicate the service given by the real thing. :: :: :: ::

More Profit! Less Expense!

There's one sure way of making your store a more efficient money-making machine—brighten up exterior and interior by installing

LUXFER PRISMS

They will not only help bring trade along your way, but they will reduce your overhead expenses by more than halving your lighting bills. There's no magic about "Luxfers." They are simply the application of an old principle to your needs. They catch the slanting rays of CHEAP SUNLIGHT and deliver them to the remotest and darkest corner of your store. Ask any merchant who has them installed. Ask any architect—HE KNOWS.

Luxfer Prism Company, Limited

Montreal :: :: :: :: Toronto

Vacation Classes

In Our New School Rooms



You are going to take a vacation this summer; why not spend it where you can combine pleasure with substantial profit? Why not spend two or three weeks at the Koester School in Chicago (the greatest summer resort in this country and the centre of window trimming)? You will have a delightful vacation and make the very best investment possible. It is a good investment because you **get your money back** a dozen times over, and get it back quick.

You don't have to guess what the Koester School can do for you. That can be proved to your satisfaction by the testimony of scores of satisfied students—send for their names.

NEW LOCATION

The growth of the Koester School made it necessary to move into larger quarters at 304-306 Jackson Boulevard. This move makes it possible for us to add a large classroom, devoted exclusively to our advertising classes.

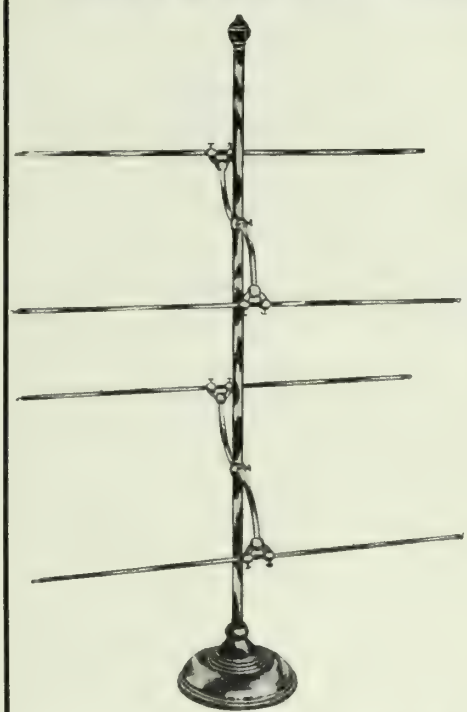
Let us advise you how you can better your present position.

THE KOESTER SCHOOL 304-306 W. Jackson Boulevard, CHICAGO

A. A. Koester, Pres; Geo. J. Cowan, Vice-Pres.; H. J. Rutherford, Manager; W. H. Bates, Charge of Instruction; J. R. Hutson, Card-Writing Instructor; Leo Johnston, Special Service Dept.

"CLATWORTHY" Fixtures

Excel



in point of attractiveness, quality, utility and finish, and are best for every department of your business.

Ask for information regarding the window or interior decorations of your store. We will be pleased to help you.

Our Catalogue, showing many styles of store fixtures, sent upon request.

CLATWORTHY & SON, Limited

161 KING STREET WEST, TORONTO

Prepare for Half-day Sales.

At this season, too, tickets are placed in the window announcing the half-holiday sales. Window trims and allotment of windows will have to be considered and this lessening of business hours prepared for.

It rests with trimmers to make these events successful enough to repay employers for granting the outing. It is surely easy to do a day's business in four hours if proper co-operation, sufficient windows and right values are presented in an enterprising way. In order to do this, some individual publicity schemes have generally to be worked out and featured in advertising, cards and window streamers.

Some window trimmers use clock cuts and it is also necessary to arrange sale tickets for tables or counters to correspond, so that customers will become familiar with displays made to increase sales in these positions, week after week.

Trimmers will also find that in order to make the success these half-holiday efforts merit, strenuous values will have to be quoted on lines displayed.

Experience on these trims shows that certain goods—hosiery, collars, belts, undervests, shirtwaists, muslins and lines sufficiently attractive and seasonable are used to advantage in taking leaders from regular stock or special purchases and selling them for four hours.

One or two items are not sufficient to offer and in the windows those most likely to be drawing cards are always arranged. It must be made plain that goods are for the half-holiday only and that telephone orders are not filled until after nine o'clock.

In order to give the staff sufficient enthusiasm, one of the best methods is to insist that everyone be in their department fifteen minutes before eight. Goods on sale are best displayed or placed on tables in some other department to which they belong and clerks detailed to sell those lines only.

Window Trimmers Responsible.

Window trimmers have every reason to be responsible for the success of these holiday events and extra energy must be put forth to create enthusiasm. This energy seems contagious and instills a lively interest throughout the store, even before the first half-day arrives. Customers are only interested to the extent of efforts made to impress them by salespeople that the holiday is appreciated.

If values quoted are right, why there is no reason to doubt but that sufficient extra sales will be made to discount those of previous full day's business or of days in years when no holidays were granted. It is for window trimmers to make it so.

Whether there will be any half-holiday this year before July is questionable, and trimmers can have sufficient time to prepare their particular display scheme to make half-holiday sales a success for the first event in July. One advantage must always be looked after in running half-day sales and their success used to clean up stock as closely as possible in every department.

A Perfect Model is

necessary if you wish to do the best class of

CLOAK & SUIT BUSINESS

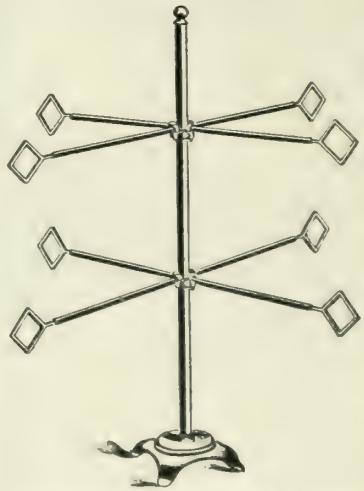


We manufacture in our Canadian factory duplicates of our latest New York models, giving prices that cannot be equalled in Canada.

These models are made for manufacturers and merchants, suited in every case for their exact uses and are an immense help in making or in selling garments.

Send for our new catalog "G" showing 1911 models.

The Hall-Borchert Dress Form Co.
OF CANADA, Limited
70-76 Pearl St. *Toronto, Can.*



"PARIS" HABERDASHERY STAND

An Attractive Window Your Best Advertisement.

A suggestive window is a trade-pulling force whose value cannot be overestimated.

It makes your store the centre of attraction in your district.

TORONTO BRASS FIXTURES

show off your goods to the best advantage. These fixtures will be found convenient, practical, durable, attractive, well made and moderate in price.

Send for our catalogue. You will see illustrated in it just the right device to display effectively every line in your stock.

Toronto Brass Mfg. Co., Ltd.
17-21 Temperance St., TORONTO



Time is Flying

You will be through with the rush of Spring business before you know it. You will be wanting stockings that are really big value to liven up that hosiery department during the hot summer months.

By keeping your stock of

THREE 80 BRAND

TRADE MARK
RECISTERED

right up you will be surprised at the sales you will make to customers who will not buy a higher priced stocking with the season half over.

LOOK FOR THE THREE 80'S AND AVOID IMITATIONS.

For sale by all jobbers.

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland,

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.

Please mention The Review to Advertisers and Their Travelers.

Have Windows Re-dressed.

There is one thing trimmers should attempt and if possible have sale goods removed from the window before the opening hour. Some decorators find that their time is occupied and have not re-dressed their display spaces before closing hour with the result that blinds have to be drawn when extra crowds are on the street. If sufficient preparation is made before each event new lines can be displayed for Saturday following. Everything should be in place for commencing next day's business.

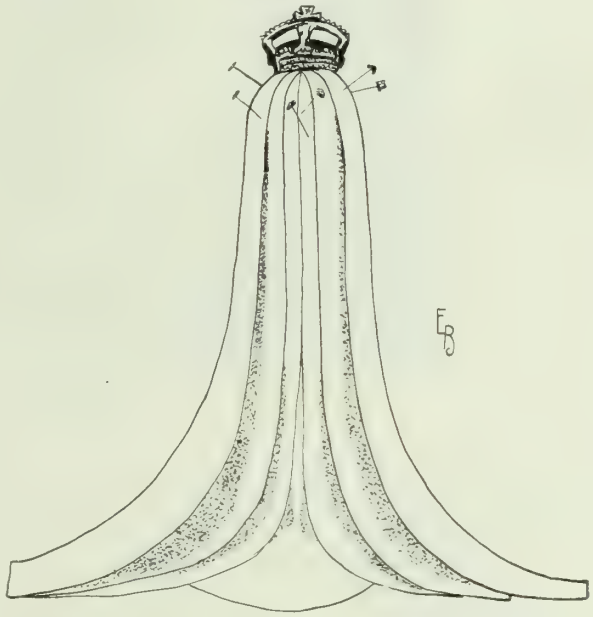
Dominion Day Trims.

Coronation backgrounds are suitable for July 1st and as the end of June designates the commencement of the clean-up season, several clearing lines from general stock, such as hosiery, ribbons, laces, embroideries, belts, fancy combs, barrettes and parasols will demand one price showings. Wash good lines, which have been slow are also displayed. If convenient, about three windows of these goods should be ready for Saturday preceding the holiday. This can be done by showing wash goods in one, embroideries or laces in another and combining accessories in the third. It is always found best to quote these at one price and arrange displays accordingly.

Dominion Day is the height of the season and holiday selling in the ready-to-wear department on Summery lines. Shirtwaists are the big selling feature at this time and after some re-adjustment of prices, lines in which quantity is to be reduced are featured.

Most stores receive another lot of blouses which makes price a strong feature and comprises the last shipment of the season or clean-up at the factory before machines are turned into Fall work. It is possible to make displays of blouses that will bring the business at odd prices from 59c to $2.98 each.

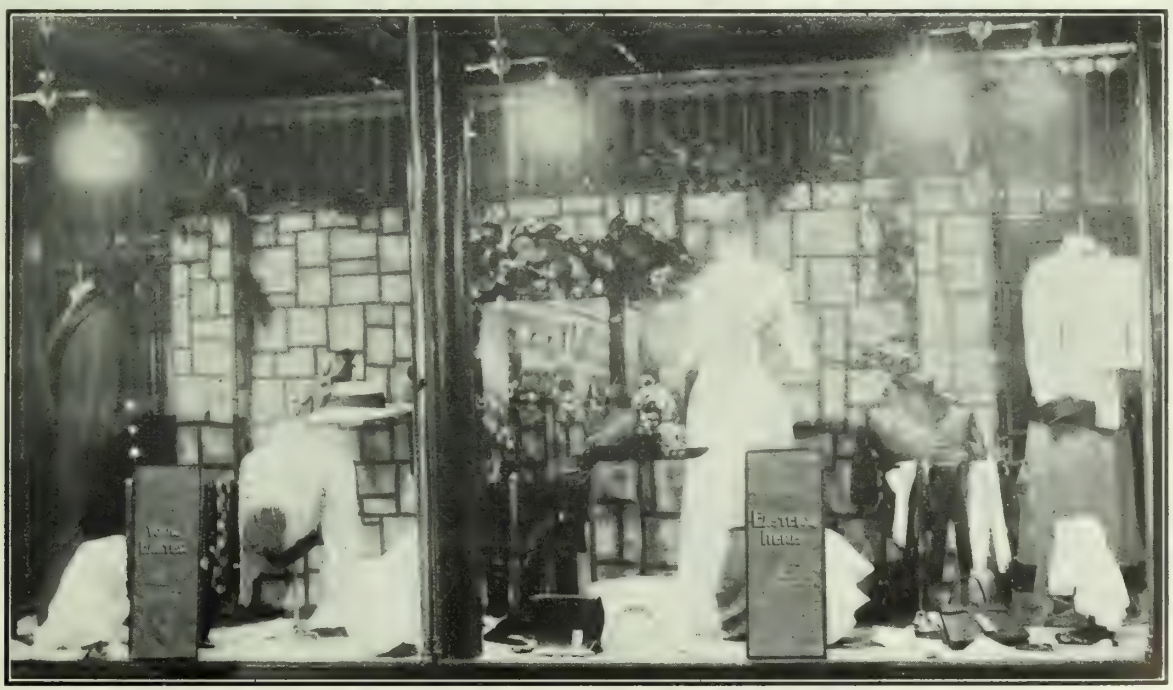
Another window of whitewear will comprise lines most likely to complete needs for the Summer. Higher price matched sets are reduced in an effort to clean up the whitewear stock. Reduced prices in underwear will necessitate a one-price window on



Chop bowl stand with simple crown surmounted, draped for Coronation window displays. Drawn by E. P. Burns, with Robt. Simpson Co., Ltd. Toronto.

odd lots or quantities which have been found slow on account of better selling numbers.

In dresses, wash coats, wash suits and separate skirts, those lines that have been included with others of popular price will be displayed in as attractive manner as possible and ticketed at these clearing



A unique background representing a high stone wall and pillars, with half-round drinking fountain protruding from centre. To produce this effect, cardboard, on which a process was used to give the appearance of stone, was introduced. Show cards are made to match. By J. C. Edwards, with A. W. Cressman Co., Peterborough.



"Bridal trim" by Warren Andrews, for Anderson & Co., St. Thomas. See article describing window and telling how to make ring.

prices. It is also good policy to introduce children's dresses and dressing sacques with these Dominion Day displays.

No Set Methods of Display.

Although there is no set method of arranging windows at this season of the year and trimmers must be influenced by stock and the necessity of clearing prices, some business-bringing groupings are possible. From time to time, remarks are heard that no decent trims can be made when lines have to be jumbled together and price windows dressed one after the other. Most merchants, however, are guided by the results gained and understand the handicaps for classy windows and do not expect them.

Some trimmers seem to misunderstand the value of windows during the Summer months and judge a display by artistic draping and blending of colors. That this is impossible is evident, however there is no reason to be disheartened.

Throwing displays together because it is "hot" in the windows is an inexcusable proceeding. To be successful trimmers are expected to make those goods placed on display, look just as good as when they were new, and take just as much interest in displaying them to advantage.

It would seem to be the duty of trimmers to remember that their ability as decorators is to make goods look better than they really are and Summer months certainly give this opportunity when some of the lines offered and combinations laid out for dis-



Travelling goods for the Coronation trip. A striking arrangement in which small silk flags gave necessary color and suggestion. Dressed by H. C. McDonald, with Murray-Kay Co., Ltd., Toronto

play are considered. They can only be shown to the best of advantage, and success is measured by results in sales. This is a good basis to be judged by and trimmers who are consistent have no reason to fear criticisms.

Dominion Day and first holidays in which the juniors of the staff are given two weeks or a month for recreation is no reason for letting up on an aggressive policy. Plans must be made for following events and trimmers kept ahead in their preparations to carry the season to a successful climax and deserve the spell of rest from a trip to some resort or by brushing up ideas in visiting larger centres which generally comes in August.

A Wedding Grouping "in a ring"

In the bridal trim arranged by Warren Andrews, with Anderson & Co., St. Thomas, the large ring encircling the bridal couple and forming the centrepiece, is particularly interesting. It would puzzle many trimmers to make this ring if left to their own initiative and surprise them when it is seen how easily it is made.

Pulpwood rolling boards, which are discarded in the regular way, were glued together and stregthened with screws. These were counter sunk and all rough places filled with putty. After the circle was formed, the gluing completed and fully dried, the edges had to be trimmed to make a perfectly rounded surface ring. This was done with a chisel, blacksmith's rasp and finished with sand paper.

The hoop was then given three coats of gold paint and when finished, made a perfect model of a wedding ring seven feet in diameter, two inches thick and twelve inches wide.

In the grouping within the ring the groom holds a genuine wedding band and is about to place it on the bride's finger. Each detail was essentially correct —gown, bridal veil, bouqet and accepted afternoon clothes for the groom. Other accessories were displayed in suggestive poses.

The color scheme was pink and green with white background and floor. Green similax entwined the ring stands and lattice. New Egyptian draping forms were used in this display. Very few drapes were shown, the idea being to make a simple and effective window as possible.

Summer Furniture

Sales of wicker and cane furniture have recently been featured by large retail houses. Owing to the lateness of the season there had been some backwardness in these lines and special prices helped to stimulate business and set things going.

These sales were helpful in directing attention to the accessory lines of cushions and covers. A fine window display represented an up-to-date verandah with chairs and tables, a matched set of pillow slips in oblong and square shapes and covers in different sizes completed the attractive "ensemble." Jardinieres filled with flowers were placed on table and stand, and a specially made verandah rug was on the floor.

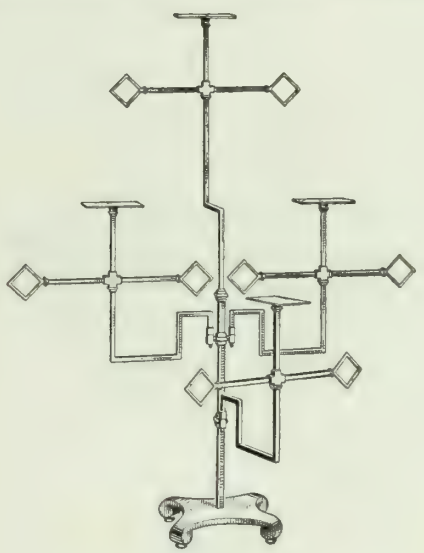
Every year sees increased demand for these special lines for Summer use. Chairs which sell up to five dollars have been featured at good profit. The articles which have proved the best sellers are fairly substantial and weather-proof.

There are two kinds of rivalry—one that is keen, but begets no enmity among the other fellows, and one that is so blindly aggressive that it sacrifices friendships and is not good advertising. Co-operation against common evils is thus rendered impossible.

The merchant who, after 25 years in business, can still count among his customers 220 people who walked into his store when he opened the door for the first time, has every reason to believe that loyalty and attachment are entitled to a place in the mercantile vocabulary, though some declare that they don't belong there.

Fifty-four years! There are few merchants in Canada to-day who have the privilege of so interesting and gratifying a business retrospect as Robert Wright, of Brockville, and there are undoubtedly many who could wish their careers had still so bright a prospect.

WINDOW DRESSING IDEAS



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DRESS ACCESSORIES AND NECKWEAR

Daring Style Features in Accessories

Brilliant Array at Toronto Races — Soft Flowing Veils of Black and White — Many Collarless Necks — Sailors Moderately Sized — Oriental Dress Trimmings — Fringes and Tassels Prominent — Prevalence of Blue

BEAUTIFUL weather gave just the right stimulus to fashion during the racing week at the Woodbine, Toronto. It was possible for the ladies to appear in the most Summery creations, while still not exactly so hot but that a fine display of handsome wraps was in evidence.

As usual, two distinct styles of costume gave the strongest possible contrast. These were the extremely dressy gown and the tailored suit. Both styles exhibited features which should be of interest to those dealing in dress accessories, and there were, as well, the typical Summer dresses, also showing up-to-date features.

Veils Everywhere Noted.

Soft, floating veils of black or white were a notable addition to fashionable costumes. All sorts of meshes, plain and fancy, and various types of lace



Middy collar edged with white and trimmed with red silk braid. Red silk anchor on tie. Shown by A. & T. Hall, Toronto.

were in use, but the outstanding features were the pliability of fabric and the looseness of draping. The up-to-date veil must be soft, loosely draped and floating. The mesh may, practically speaking, be left to the wearer's taste, though a fine-thread groundwork is usually seen, whatever the pattern, if any, which may be super-added.

Some beautiful specimens of black and of white Chantilly were noted. One of the former had a ground mesh so large as to remind one of the Tosca net. The lace pattern was rather smaller and neater



Pique laundered collar, with edging of black and white and bound in Royal blue. Collar and jabot, trimmed with torchon lace and insertion, with hem-stitching to lighten. Shown by F. C. Daniels & Co., Toronto.

than usual. A white Chantilly was further embellished with a raised cord; the pattern being so heavy as to quite obscure the face, save in profile.

The Madame Sherry veil of double mesh was seen as a hat drape. Many rough straws, close-fitting toques worn with tailored suits had lace veil draperies. Charming effects were produced where the veil was allowed to shade, but not to cover the face, forming a soft and becoming background. When hanging free, many of these veils fell well past the shoulders, extreme styles of the Madame Sherry type even reaching to the waistline. On the



Renewed Vogue in Nets

The return of nets to popular favor as a material for waists is again welcome.

Newest patterns in nets and the latest word in designs are to be found in our offering of net waists, now being shown by salesmen.

Kimona sleeves, elbow length, under-sleeve effect and silk-lined; collars square, round or high, are among the main features shown.

SEE SALESMEN, OR WRITE US

Ladies' Wear, Limited
Toronto

F. P. EVANS,
President

W. F. GOFORTH,
Vice-President

LADIES' WEAR, LIMITED Makers TORONTO

whole, however, the favorite style is little more than shoulder depth, if at all.

Some soft, chenille-dotted specimens were seen. These had silk or satin-run edge, or narrow edge of lace. This is a practical style, well suited to street wear, and more frequently seen for that purpose than for any other.

Types of Neckwear Prominent.

It must be confessed that considerable surprise was in store for those who had predicted what neckwear styles would be worn at the races. Many novelties which have been freely taken by the trade in general, and, in turn, by the public, seem to be completely ignored by society, while others, decidedly more bizarre, are widely exploited.

In the first place, many collarless necks, with some sort of small cord or bead finish, were seen. These, however, were usually with fancy toilettes of ninon over satin, or similar materials, and many French necks and even lower corsage effects were seen as usual. More significant were the types of



Marquisette Jabot — Shown by R. D. Fairbairn Company, Toronto.

neck finish worn with tailored suits. These consisted almost universally of turn-down collars, soft or tailored, and somewhat flat, inconspicuous jabots, where any at all were worn. Many collars were simply fastened with a bar pin. The Byron and tennis or Trouville types were popular.

Many of the distinctly Summer or lingerie dresses had sailor collars. These were, however, quite moderate in size, though frequently low in front. The finishing touch was the small, flowing sailor tie. Blouses of this type were worn with suits of white serge, and the costume completed by a hat with flowing veil. A very pretty figured voile dress had deep skirt band of plain material and small sailor collar, dickie and cuffs of same.

Rich Dress Trimmings Used.

As indicated by the races, fashion will continue to favor Oriental dress trimmings of great richness. Stress is laid on the highly probable continuance next Fall of all the present metallic effects with new numbers added. Many gowns were absolutely ablaze with crystal, gold, beads of all colors, and Oriental

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Cool, comfortable, smart, stylish—these laundered, low-necked collars will please any woman.

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One size for any neck makes sorting orders needless

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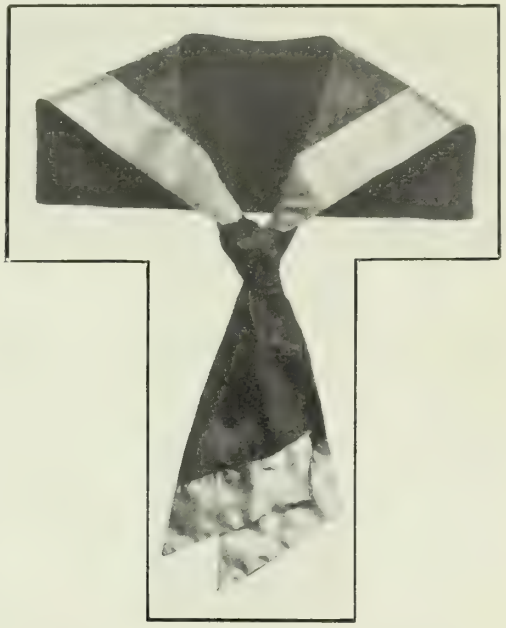
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Factories:
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bandings, and allovers, which admirably sustained their rich beauty in the full glare of the sunshine.

The wide use of the draping fabrics for tunic over-dresses will help keep up demand for these trimmings. As tunics rarely drop much lower than the knee, there is need for a handsome deep banding. In the present rage for rich, bright colors, this is almost bound to be an Oriental. Squares of rich embroidery, jewelled or beaded, hold in the gathers of the over-dress at the back. The separate pieces will be featured next Autumn, both for bodice and skirt decoration.

There is a good deal of talk of the introduction of the Hindoo embroideries, in connection with the coming visit of Royalty to India. This will provide



Middy collar in black silk, with deep border of blue. Shown by A. & T. Hall. Toronto.

a new feature, and will keep the public from tiring of the Oriental idea.

Fringes and tassels were prominent as a trimming feature of the dressier toilettes. Very stunning effects were seen where the little fish-tale train, over a square train of foundation material, was fringed with beads. Again, a ninon train falling six inches shorter than the satin beneath, had knotted silk fringe. A single heavy tassel made an admirable finish on the diagonal-cut train of a rich-looking, black-and-gold toilette.

Porcelain beaded trimmings are in high favor, many dresses of the better sort showing no other embellishment.

These tiny white beads make up into lovely patterns when used on a colored background, and at the same time they may be employed with washable materials when other trimmings would look too rich. A beautiful example of this was a figured French voile of light green with porcelain-beaded banding of a plain, darker green voile.

A Ruche Trimming on Skirt.

A particularly striking costume of pale clematis mauve with narrow skirt and ninon over-dress had a ruche trimming at the hem. This consisted of pinked, stiff taffeta, put on in convolutions so arranged as to cause it to stand out like one of the ruffs so fashionable a few years ago. The effect was extremely quaint and pretty. It tended to emphasize the narrow, close lines of the skirt and heightened the swinging grace of the over-dress, which was edged with gold embroidery.

Popular Colors Very Bright.

Both in the dresses themselves and in the accessories the tendency towards clear, bright colors was noteworthy. Various shades of bright green, Paddy emerald and hunter's green were noticed, chiefly in small touches to give tone to black and white or dull-colored costumes. These shades were also combined with white, with charming effect.

But the really noticeable color note was the prevalence of blue. By no means does this mean the navy or Copenhagen shades, or any of the old, familiar blues. It is a new shade entirely, and is most strikingly brilliant. It is variously named, King George blue being the darkest shade. Lighter blues than this were more prominent, a medium shade being the favorite.

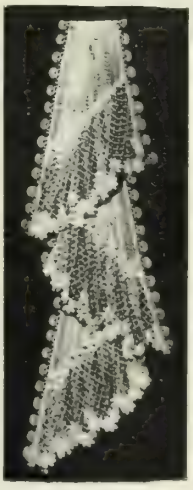
Probably all shades of this color will be grouped as coronation blues. It has before it a certain success, as it attracts on sight, and will no doubt be a feature of Fall trade.

American beauty pinks, running into a shade recalling the fuchsia red, were among the novel color schemes on view. Helen pink is also fairly prominent, though somewhat overshadowed by the new blue.

Black and white combinations were a noticeable feature.

Some Pretty Parasols Seen.

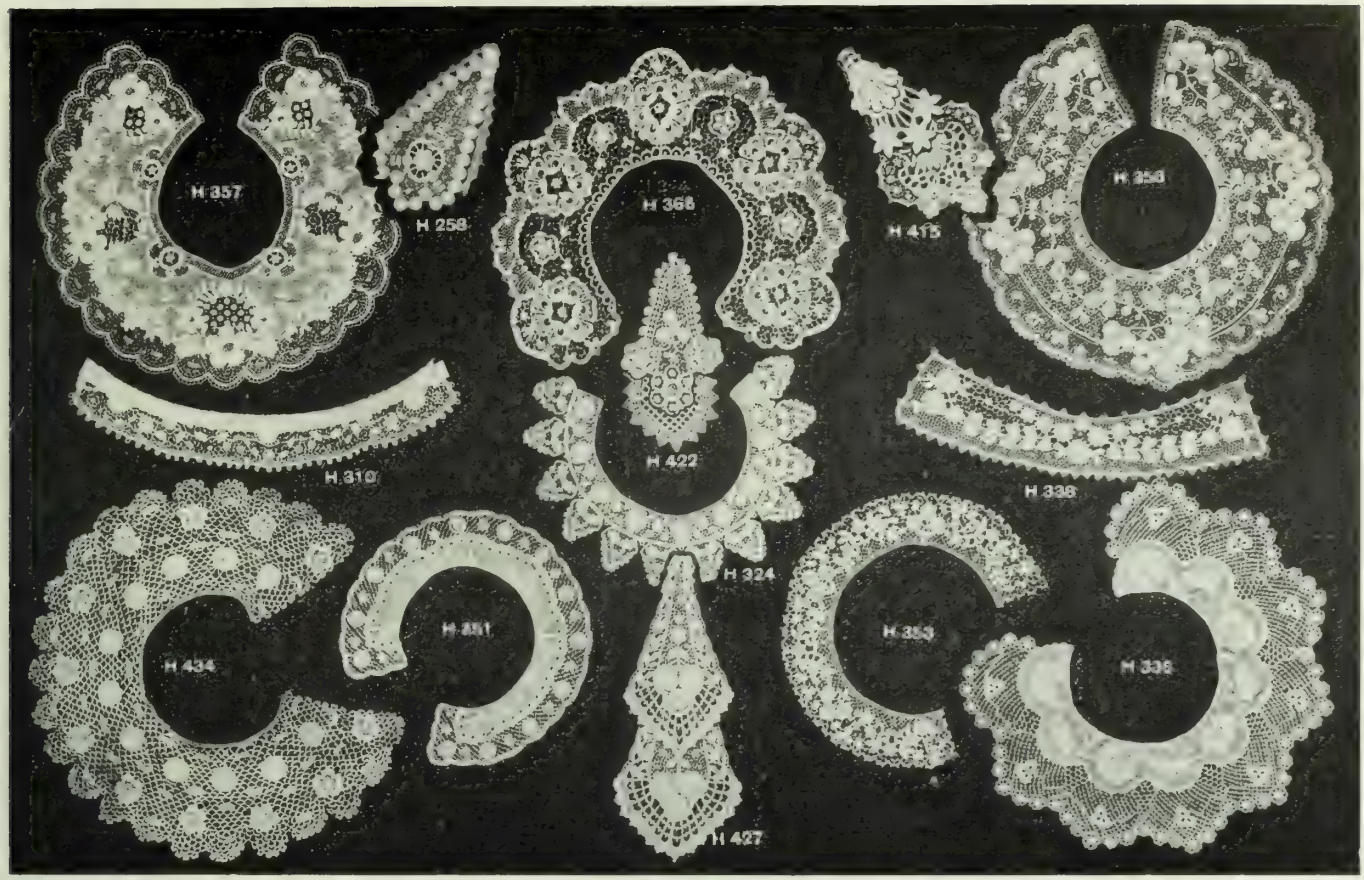
Among the novelties in parasols which the sun brought out were the green-trimmed and the fringed varieties. The touch of brilliant Kelly green was



Fine muslin fischu Very latest novelty—Shown by R. D. Fairbairn Company, Toronto

especially good with the gown of linen or lingerie. It is chiefly used in narrow bands and tassels, as the solid color proves too trying to the complexion.

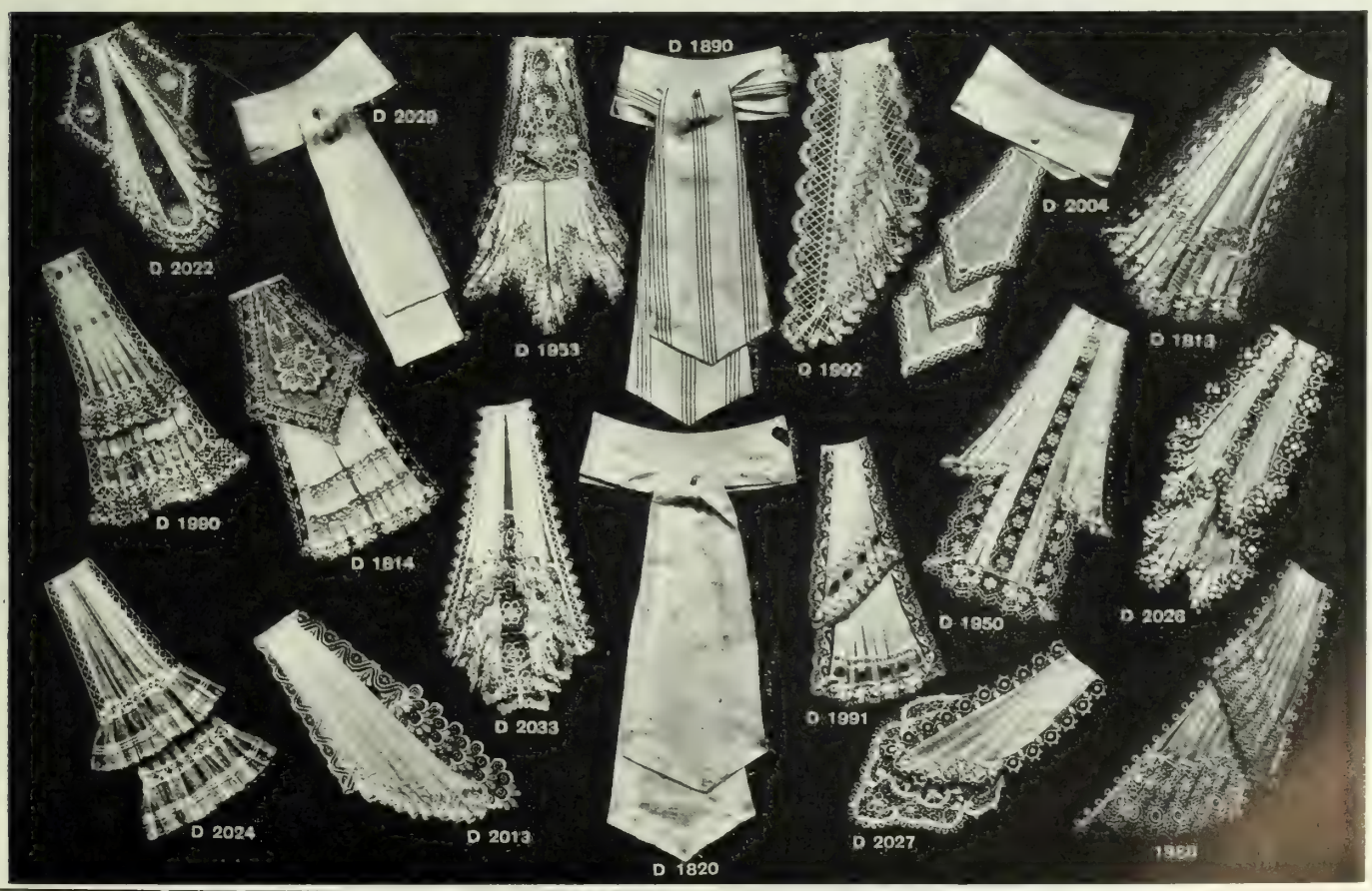
A deep American Beauty shade, bordering on magenta, proved immensely becoming to a very medium complexion, and completed a handsome costume in the same shade.



NOVELTIES FOR IMMEDIATE SELLING.

R. D. FAIRBAIRN CO., Limited, - 107 Simcoe St., Toronto

PRESIDENT: RHYS D. FAIRBAIRN VICE-PRESIDENTS: F. J. KNIGHT, W. C. CLIFF



The prettiest fringed specimen was painted in massed, floral Dresden pattern on the inside. The edge was of plain black. This contrasted beautifully with the natural shades of the flowers. Many hand-painted gowns, and painted bandings, were noticed. Stencilling is also an acknowledged dress decoration, even the lingerie hat having come under the craze.

Leading firms are now featuring parasols with velvet edges, and "Butterfly" parasols with velvet trimmings in spots, patches or stripes.

On the whole, however, the plain silk parasol with long handle, in plain style also, was most seen at the races, as elsewhere.

Long Gowns the Rule.

All the dressier costumes showed long gloves, usually of white glace kid, though suedes and silks, white and colored, were also seen. Some colored kids in light shades were noted. These, too, looked very pretty.

As nearly all dresses have the short kimona sleeve, with or without the under-sleeve of net or lace, it looks as though long gloves would be inevitable for all the dressier Summer toilettes. Manufacturers have already had repeats on these lines.

Undoubtedly fabric gloves will also be widely used, though so far the weather has favored kids.

The Kimona Wrap a Novelty.

Very striking indeed was the embroidered silk wrap, exactly resembling a kimona, though of richer and heavier materials, which many of the ladies wore.

It is an instance where an extreme style, for which the most sanguine would hardly have dared to predict success, has jumped at once into an easy popularity.

Very delicate shades of blue, mauve, pink and green were seen. The heavy embroideries were in various light shades, and sometimes embellished with gilt or silver touches. A large, frilled button and cord and tassel fastening completed one of these wraps. They are undoubtedly dressy and pretty-looking.

A Word About Shoes.

Very noticeable, in the prevalence of short-skirt fashions, were my lady's feet. Silken hose were, of course, inevitable. Many a neat ankle peeped from fluffy draperies when a sudden movement drew back the narrow skirt. As a result, great attention was given to footwear.

White canvas and velvet pumps were noticeable at the races. The latter came in shades to match the costume. This season, stockings and shoes must match, and a resulting decrease in patents and return to colors was observable. In dressy boots, the suede, satin or fabric uppers, matched the dress. Many satin and dull silk pumps were noted. These were not the same in style as the evening slipper, being made from another type of last, and intended for afternoon street wear.

The present favorite shape is very medium, with toe neither stub nor pointed, having gracefully-curved instep, and heel of reasonable height. Cuban heels are preferred with afternoon shoes, and are those most in evidence.

Soft Ribbons Have Sold Well

Range for Fall as Indicated by the New Color Card.

Montreal ribbon men report a very good season, with prospects of continued prosperity. The sale has been especially good in all the soft weaves for hat trimmings, and in the same weaves in a variety of widths for dress decoration. It is expected here that a few weeks will see wide, soft ribbon sashes and girdles taking the place of the cord girdles which have decorated so many of the Spring gowns.

Many up-to-date gowns have already shown the tendency to use wide bands of ribbon of a contrasting or harmonizing tone as a decoration on the underdress, where the tunic or overdress is one of the fashionable sheer materials of the season. The same is true of many of the new chiffon and marquisette waists.

The range of tones in the new Fall ribbons, as shown by the color card just issued by the Chambre Syndicale, of flowers and plumes, of Paris, offers a very attractive selection. There are a number of new peacock shades which are deep and rich in effect. One shade is very dark, three of the others shading off into light, vivid tones. Among the browns are shown the new pumpkin tone and tobacco brown. There are six different tones in cornoline, green, grey, purple, red and cerise, the new lighter-tinted reds and cerises being offered in specially new tinges. Among the blues are shown navy, king's and royal tones, in addition to three Copenhagen tints. Rose tints, helio, burnt and taupe shades are also featured.

Black and White in Gloves

Fabric Gloves Selling Well — Long, White Silks Repeated.

"Black and white have been the gloves most in demand this season," is the report of Montreal wholesale dealers' and manufacturers' representatives. Tans have had a very fair call, and colors have sold, more especially in the short kids for Spring wear, but have not nearly equalled black or white, either in long or short varieties.

Fabric gloves, especially silks, have sold well in both black and white, and about the only actual business which the glove middlemen have on their hands at present are the re-orders for long white silks. Buyers are all abroad just now, selecting stock and placing orders for Fall supplies, and things in the home warehouses are quiet, after what has proved a very good trade season.

A few orders have come in for biscuit and champagne tones, following the report that these shades would supplant white gloves for evening wear. The orders have, however, been but tentative, not by the dozens, or even half-dozens, but merely in a range of one pair in each size, as though the merchants were simply trying the public, and so far there have been no re-orders, which would go to show that the report was likely to materialize to any appreciable extent.

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One of the troubles is the dissatisfied customer.

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RYAN AUTO GLOVES

RYAN WORKING GLOVES

A line of long silk gloves which has met with considerable favor for dress occasions are in a heavy-weight silk, in mousquetaire style, with tucked arms. These have been selling best in black, white and mode shades.

Queen Wore Rich Brocades

At First and Second Courts Gowns of Grey and Silver, Apricot and Gold, White and Silver were Trimmed with Raised Gold and Silver Embroideries.

There is a decided leven of early Victorian prejudices in Queen Mary's character and while following the pervailing modes she does so at a distance and has never adopted the more outre vagaries of the more sensational Paris fashions. She is fond of rich materials and of splendid dress for great occasions, but even then affects a certain simplicity of style. She has the fair hair, and the clear fresh-tinted typical English complexion, and her good figure and graceful bearing is well calculated to show off splendid ceremonial dress to perfection.

The two first courts of the new reign have been held, but no lady has yet been turned back because her skirts were too narrow. The wonderful way in which the Court dressmakers had given the straight appearance though no skirt measured less than 2¼ yds. was much commented on.

At the first court the Queen wore a brocaded robe that shimmered with grey and silver with embroideries of silver roses in raised design. At the second court her gown was of apricot satin with a gold brocaded train. Many ladies wore lovely English brocades glittering with gold and silver threads, and cloth of gold and cloth of silver with raised embroideries of the same were much in evidence. Rare old cream lace, diaphanous tulle, ninon and crepe de chine were other fashionable fabrics. Debutantes wore white or white and silver, but striking gowns of powder-blue and emerald green brocade were also worn.

Hems and Sashes of Velvet

The Latest Lingerie Gowns That Have Appeared in Paris are Not All in White — English Embroidery Popular

Staff Correspondence

Paris, France, May 23.—The season is far in advance of last year, but in matters of dress, Paris always keeps pace with the weather. Gowns and hats are already taking on a summer tone, and parasols are seen everywhere.

The lingerie gown has appeared early. It was a feature of the Longchamps races last Sunday, and is now in evidence in all places where the smartly dressed Parisian is seen. Very few lingerie gowns so far are all white, but have hems and sashes of bright colored velvet. English embroidery is very popular for these gowns, combined with filet, Milan or Irish laces, and baby Irish is coming back into favor for trimming collars, cuffs and yokes.

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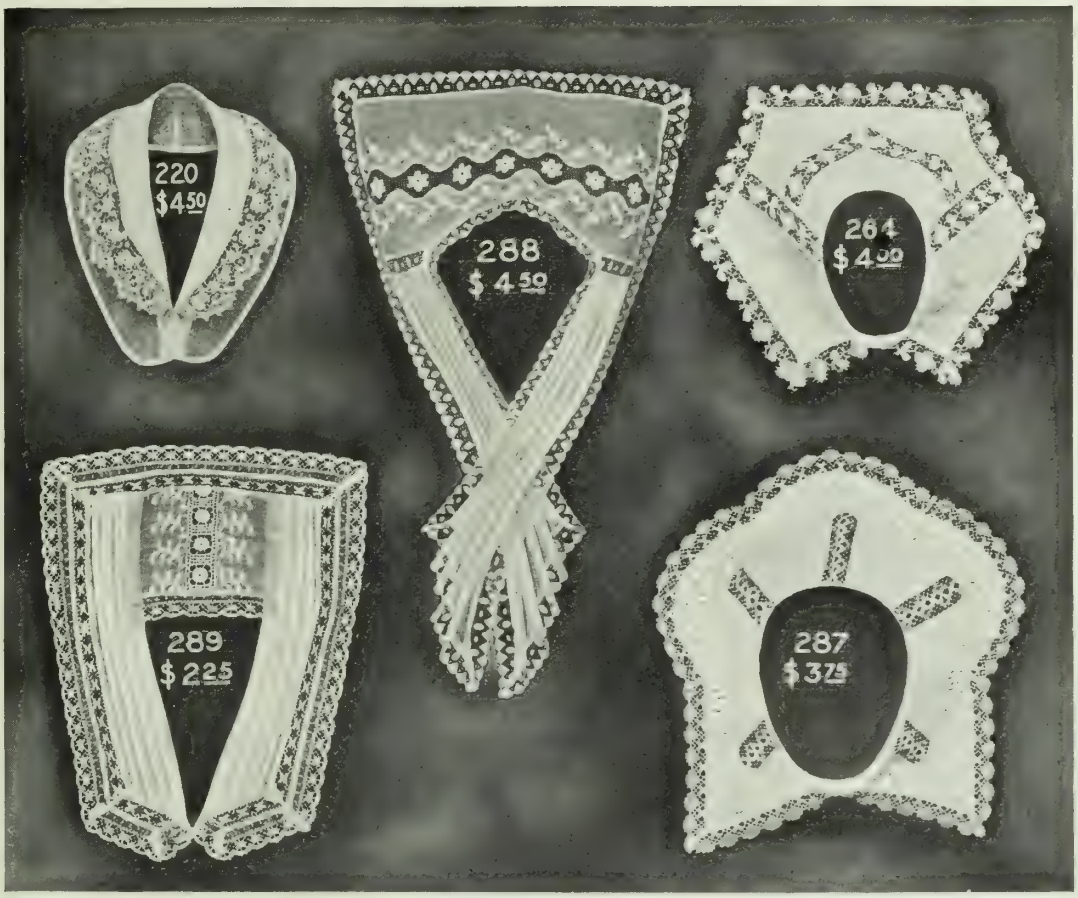
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Goods That Sell on Sight

Here are some brand new Collars that your lady customers are looking for these hot days. Replenish your stock now so as to be ready for the rush.

TROUVILLE COLLARS, SAILOR COLLARS, DUTCH COLLARS, FICHU COLLARS, and JABOTS of all kinds.

Mail Orders Promptly Attended To. ***Order To-Day.***

SANDERSON'S LIMITED

Wellington St. W. **Toronto**

The lovely day brought out a notable assembly of well-known women, all arrayed in the most attractive of toilettes. White was much in evidence, though few gowns were all white. The white tailored suits and dresses were of silk serge or drap souple. Many gowns were of black and white or blue and white, the white being introduced in the shape of large roll collars and enormous Directoire revers. The materials used were white crepe de chene, linen soie or white suede. These collars were in strong contrast with the suits of indigo blue satin or silk serge, or the suits of black satin or, newer still, black taffeta.

Shot Taffeta Glace a Success.

Many popular leaders were wearing shot taffeta glace, and this fabric is pronounced a success for dresses and tailored suits. The color effects most seen are blue with brown, grey with fuchsia, royal blue with black, red with purple, and rose with grey. The skirts were made with long tunics opening in front and turned back with deep revers to show a trimming of long silk fringe. Many skirts have a loose panel at the back, edged with the same fringe, or simply repeat the front trimming.

Stripes are everywhere, the broad ones being in the chiffons and mousselines, and the popular line stripes in serge and satin, either white on a blue ground or blue on white.

Striped transparent fabrics are worn open over an underskirt of dark material, and this dark material forms the revers and sleeve finish.

Red Very Popular

The popular combination, however, is the new rich Coronation red. This color is seen combined with all dark or medium tones, and for street wear it is much combined with navy. Navy serges, trimmed with this color, are seen on all sides, and it is also used with silk serge.

The New Buttons

Some Novel and Striking Buttons Now Used to Trim Smart Costumes — Effects Seen at the Races

The old-time fad for fancy buttons which at one time seemed practically dead, has returned in force. The decided plainness, both in color and in absence of trimming of the new style suits and dresses seems to demand touches of color which buttons can give.

Lines are scant and narrow, and, in consequence, no trimming is put on lavishly. Buttons are used sparingly, but to excellent effect.

Coats or wraps cut on the new lines are frequently fastened with a single button. This is made of a contrasting fabric and may be embroidered, or beaded, or provided with a frill of self or other material. Sometimes these fabric buttons are very large and the embroidery may include tiny jewels. Several which were seen at the Races on imported French wraps were, in themselves, works of art.

Much use is made of the handsome metal button in rich, dark shades of enamel, by fashionable New Yorkers. Hitherto, however, this has not been strongly featured here. Large acorn or conical-shaped buttons of composition, gallolith, etc., in wide range of shades, are used on plain-tailored suits.

For waists, tiny, crochet-covered buttons are one of the season's most prominent style features. Larger styles are seen in use on lingerie and light-colored dresses. The making-up trade has taken great numbers of these crochet buttons.

Embroideries Selling Well

Colored and White Voile Waistings for Embroidery or Bead-work Very Strong — Jewelled Effects

One of the season's best sellers in fancy goods has been the stamped, voile waist-length to be made up peasant style. Various styles are seen.

At first, white was the leader, but colored voiles are now very strong. Marquisette is also shown. Beaded patterns may be done in two ways, either with the popular, small porcelain or colored beads, or with French knots done in mercerized gloss. When out of the beads, a retailer showed the flosses, with excellent sales as result.

Many of the newest patterns, both for waists and for cushions and covers, are the Bulgarian type, in bright-colored, jewelled effect. A handsome display of cushions done in this style called attention to a newly arranged embroidery work-room on the third floor of a department store.

A conspicuous sign gave notice that this was not a rest but a work-room, and that the instructions were given free on materials bought there. Comfortable chairs and tables were placed in the enclosure and finished articles thrown about freely for inspection.

German crash continues the leading material for all fancy articles, and mercerized flosses are decidedly the popular article at present. Among the higher class articles exhibited are the Egyptian designs. There is some talk of the exploitation of the Hindoo designs next season.

Bandeaux of satin, with a lattice and edge of wired pearls, plain or colored, have been much seen. Beaded velvet bandeaux in Oriental color schemes, the heads being of rubber, were among recent English importations.

A fancy, waved pad had connecting band of velvet, beaded as above, intended to pass across the top of the head, the pad to be worn with the divided coiffure.

Juliet nets of gold strands, plain and jeweled, are particularly good with the high-class trade. Some English coiffuriers have shown these nets and bandeaux with jewels and gilt and silver embroideries, in prices all the way from 50 cents retail up to $15.

ANNOUNCING

our readiness to fill any or all orders for high grade

LADIES' NECKWEAR

we wish to give you our assurance of a prompt and effective service.

OUR GOODS reflect the latest modes, refined and adapted to the needs of our patrons, and we guarantee the correctness of all our styles.

Travellers from the House will call upon you at intervals and we will do all in our power to help you build up a successful trade in these lines.

Importers of Lace and Embroideries *Special attention given to Mail Orders*

A. & T. HALL

472-474 Bathurst Street : : : TORONTO



For profit and satisfaction sell

PARISIAN

P. C. Corsets

The combination of quality, distinctive styles, faultless fit, perfect workmanship all tend to make ours a line that promotes prestige and profit.

Parisian Corset Mfg. Co., LIMITED

QUEBEC CITY

Ontario Branch, - Brampton, Ontario

School-boy Bag at Races

Fancy Leather and Fabric Bags in This New Shape, With Long Cordelieres.

THE fact that one-tone costumes are now the rule and that few of the newer styles show any great contrast in color in the trimmings used has emphasized the popularity of the new bag.

This bag is scarcely to be classified in the same category with the utility bag of neutral-colored leather or with the dressier metal bag which have so long held the trade. The new bag is more in the nature of a special accessory designed for the costume with which it is worn.

This tendency to match the bag to suit or dress has shown itself in the great sale which the colored suede "Madame Sherry" has had. There is no doubt but that the new, more expensive line will equally well serve to supply a different class of trade.

Strictly speaking, the new bag should be of fabric or soft leather. But a very handsome specimen seen at the races was of seal, made flat and oblong with typical, school-boy, flap closing, and a long, braided cordeliere worn over the shoulder opposite to the side on which the bag hung. The leather was very dark, seal brown, contrasting admirably with the perfectly plain, white serge suit with which it was worn. This bag gave the "chic" to the whole costume. Especially effective was the long, inch-wide cordeliere, also of brown, with tassels to match.

Much discrimination is shown in the manner in which the bag is worn. The cordeliere may be looped over the arm, and the bag hung high or low, according to the effect on the particular costume or figure. As the bag is large, this is an important point.

Rich Embroideries Used.

Of the new style bag, the school-boy type above described is the practical specimen. Done in leather or suede, it forms an admirable finish to a strictly tailored suit. It is eminently suited for street, outing and walking wear. Retailers located in large centres should find it a novelty which will attract the best type of custom.

On the other hand, the very dressy bag now being featured by all leading New York costumers is suited to the exclusive trade. Many of these bags are specially made to order for a certain costume. Others are imported to sell at prices ranging as high as forty dollars. These are almost all of fancy fabrics, such as real Chinese embroideries, French beaded chiffons, Bulgarian and Oriental embroideries.

Squares of rich and ancient workmanship in strong colors, including the metallic, are embodied in the bag. The retailer who possesses an efficient workroom should be able to reproduce the best effects in style to order by copying from a few imported numbers. There is no doubt that high-class costumers will be asked to sow these fabric bags.

A particularly beautiful specimen seen at the Woodbine, Toronto, was carried with a plain voile dress of vivid but deep blue. The ground fabric of the bag was of blue silk in shade to match, and the cordeliere was also of blue. But the bag was so encrusted with heavy embroideries in rich shades of red, blue and green, as to leave little plain space. The stitch was solid, the pattern in jewelled effect.



Fancy beaded bag, shown in a recently imported range, including several different sizes, by Dieckerhoff, Ratfloer & Co., Toronto.

New York houses show scarves to match the bag, and sometimes the hat or bonnet also matches.

Retailers may recollect that Toronto millinery houses prominently displayed fancy chiffon and other bags of similar type to the above at their Spring openings. Hats to match were shown.

Satisfaction in Ribbons

"The Ribbon House of Canada" handle a line that will satisfy your every want and which are intended to get the best ribbon trade in Canada.



Our range is most attractive and complete.

Retailers who are stocking our Ribbons are adding profit and prestige to their business.

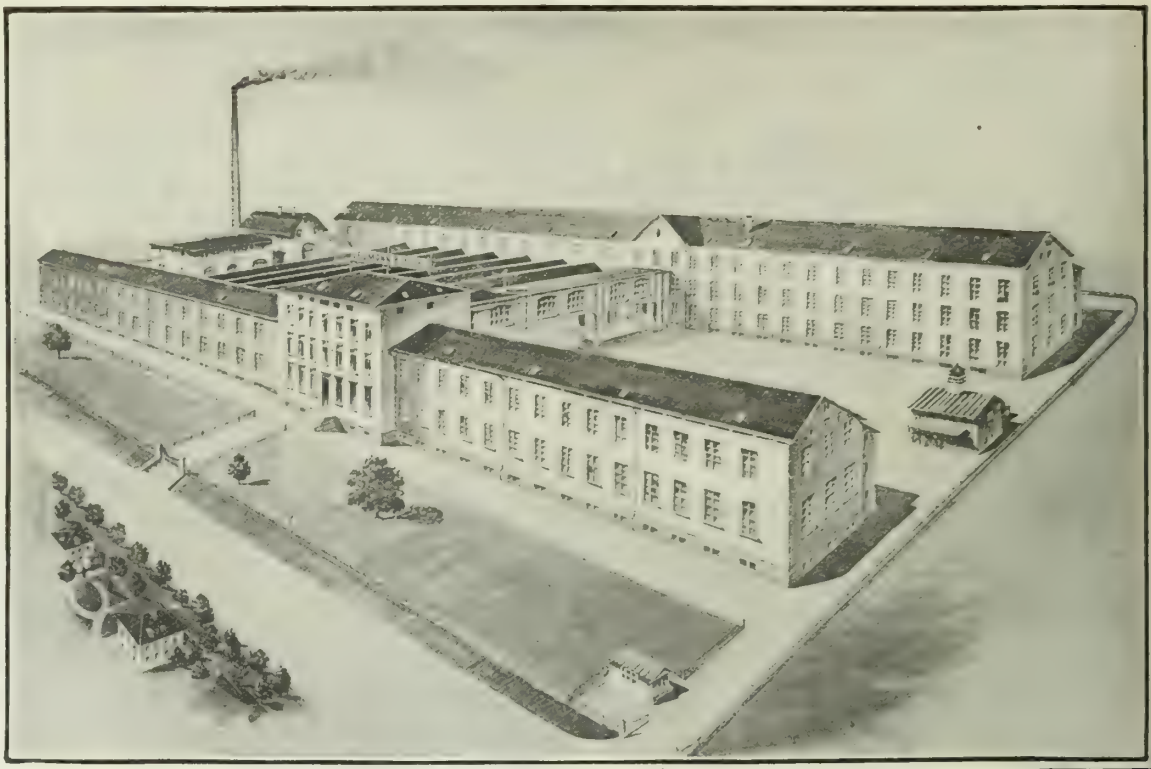
The Barry Ribbons will mean new life in your Ribbon Department. They are REAL LEADERS and are of a quality and attractiveness that will assure quick sales.

Become acquainted with our Mail Order Department. We can satisfy you in every detail.

WALTER H. BARRY & COMPANY

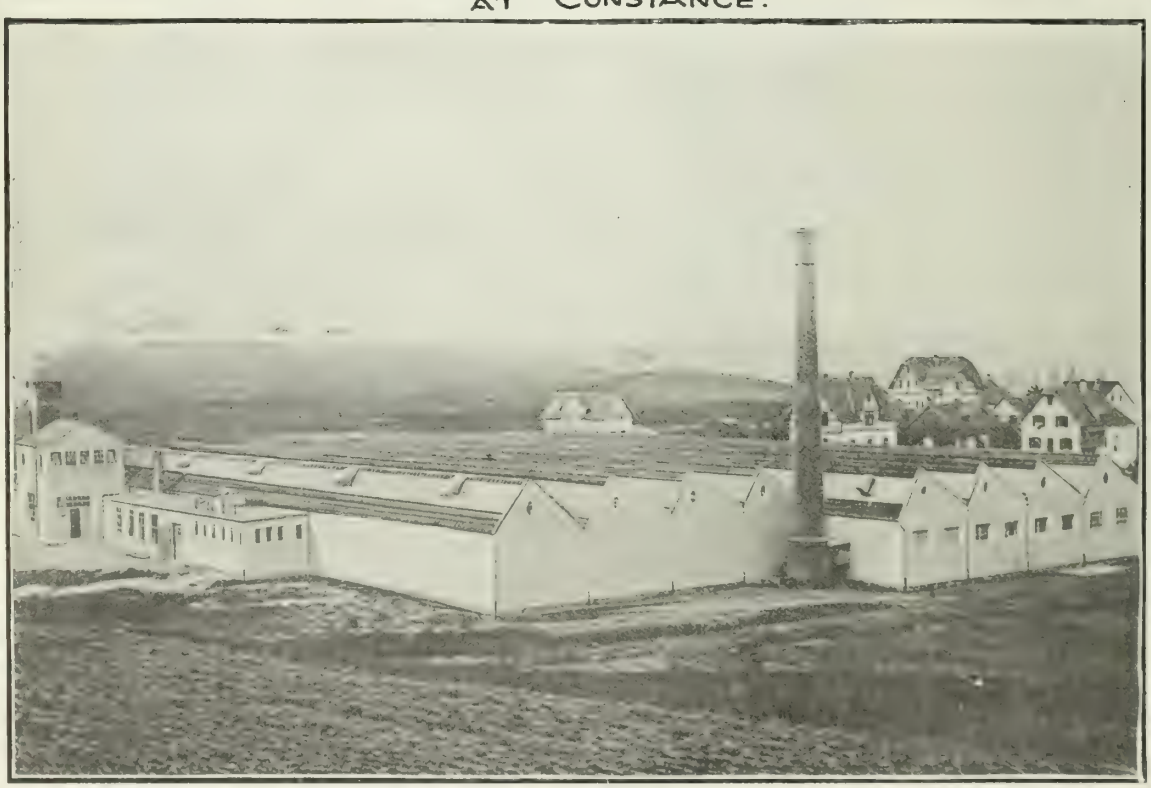
"The Ribbon House of Canada"

Montreal, P.Q.



OUR FACTORIES KRONBÜHL, ST. GALL

OUR FACTORY OF AUTOMATIC EMBROIDERY MACHINES AT CONSTANCE.

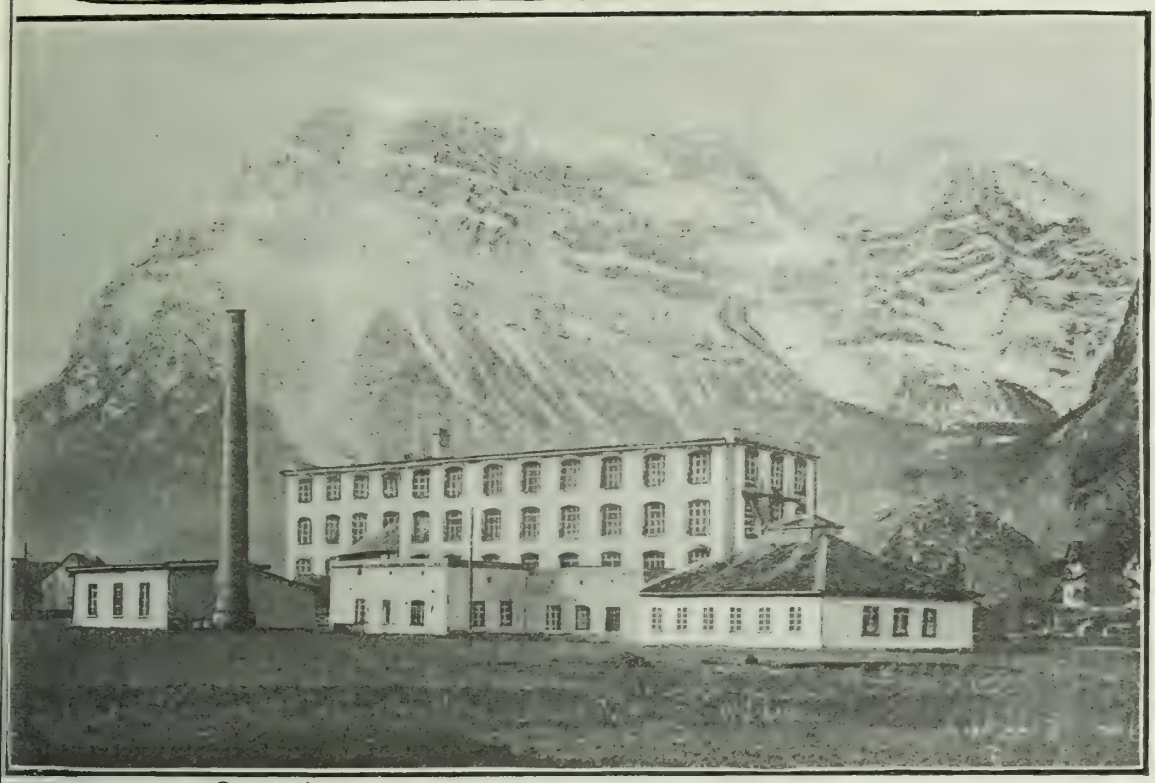


"Our factories as shown here unique institut "Gradually creased our m facilities until w and operate the plant devoted facturing of We carry in Warehouse a stock of 17 inch 45 inch Flouncin Allovers, Cor ings, Lily-white embroidered C etc. Our repre now on the r our spring lin 1911-12."

LEUMANN BO

MAKERS OF AND LEADERS OF FASHION IN

No 4 MANCHESTER BUILDING 33 MELINDA STREET, TORONTO.



OUR FACTORY FOR WEAVING THE PLAIN CLOTH
AT NETSTAL Mt Glärnisch in background
9500 feet high

OUR OWN VILLAGE
KRONBÜHL, ST. GALL.
HOMES FOR OUR WORKING PEOPLE



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e have in-
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to-day own
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ıd showing
for season

ESCH & COMPANY

EMBROIDERIES & LACES

FACTORIES, KRONBÜEHL, ST. GALL, NETSTAL, CONSTANCE.

Suedes very Popular.

Among practical selling numbers, the suede, "Madame Sherry" bags are now acknowledged leaders. Fabrics, such as velvet, black-and-white stripe silk and plain silks have also sold very well in the same shape.

Bead purses have come back for the time being. The new colors are quite gay, and prices are right for a good, popular article. It is thought that the vogue of beads in all forms has re-awakened activity in this line.

Embroidered and stamped bags are selling excellently, those with cordeliere handle being specially well taken. These have proved public favorites and have received frequent repeats.

Coronation Decorations

Bunting and Flags of all Sorts Obtainable for Sale and for Display Purposes.

Wholesalers are now offering up-to-date flags, bunting and all decorative goods for Coronation displays. Not only are really excellent likenesses of the King and Queen to be seen, but all the coats-of-arms, including the Canadian and the provincial, with added ornament suitable to the occasion, are also to be had.

Retailers are reminded that these articles will be useful both for shop and window trimming and also to sell to the public. A generous display will undoubtedly help to make a store popular at this season of rejoicing.

Attention is called to the fact that the juvenile trade helps stores as a most effective form of advertising. The youngsters will fairly plague parents to take them to a store where special exhibitions are being made.

A fine collection of fireworks will greatly assist especially if novelties are featured. These should be on sale in an easily accessible part of the store and not, as in some stores, consigned to rear portions or placed upstairs. This is for the plain reason that, like the notions, these articles are bought in passing, rather than deliberate intention. Also, it is desirable to clear all the stock out promptly.

Up-to-date Sporting Goods.

A traveler of long experience considered that a retailer in shop of average size in a town or village, would not exceed prudence in stocking at least a hundred dollars' worth of sporting goods.

This would include a fairly extensive range; baseball gloves, boxing gloves, tennis and golf goods included. Merchants should use special care to secure only the most up-to-date articles in these lines, as fashions there, as elsewhere, are continually changing. A limited stock, carefully watched and replenished, and, if necessary, cleared out from time to time by a sensational bargain sale, will be found to pay best. Many articles lose their value with the passage of time. On the other hand, a sale would draw young people who would not otherwise be interested.

"NAIAD"
THE SHIELD THAT SELLS



UNSEEN—NAIAD PROTECTS

NAIAD
DRESS SHIELDS

Here is the Shield that you can recommend to your customers, knowing that the fullest satisfaction will be obtained—the only shield that is as good the day it is bought as the day it is made.

EXTENSIVELY ADVERTISED

GUARANTEE WITH EVERY PAIR

ASK FOR SAMPLE BOOK.

Wrinch, McLaren & Co.
SOLE MANUFACTURERS FOR CANADA
77 Wellington St. W., Toronto, Can.

Kleinert's

Dress Shield

Every pair guaranteed. Has the largest sale in the world. Sold by all leading jobbers

I. B. Kleinert Rubber Company, - Toronto









No Dry Goods Man Is Ever Too Busy

to examine a proposition which means more trade.

Our proposition—stock

"LIDDELL'S" Gold Medal Linens

and so get the kind of linen trade you want —the better-class trade, which brings AN EXCELLENT PROFIT.

You will find customers attracted by the variety in design and fine quality of GOLD MEDAL LINENS in table cloths, napkins, sheets, pillow cases, tray cloths, sideboard scarfs, tea cloths, servettes, doilies, etc.

SPECIAL DESIGNS ARE EXECUTED ON ORDER.

Take the time to look into this right away.

R. H. COSBIE

30 Wellington St. West, Toronto

Irish Linen Agency

BUTTONS

FOR EVERY USE

MANUFACTURERS OF

COVERED BUTTONS OF ALL KINDS.

OUR SPECIALTIES:

IVORY ANCHOR BRASS
HORNOID PEARL CROCHET
FANCY METAL
FURRIERS' BUTTONS

—ALSO—

IMPORT TRIMMINGS,
LACES, BRAIDS, ETC.

We have the most exclusive line on the market. Write for prices and information to-day.

A. WEYERSTALL & CO.

145 Wellington Street West, : TORONTO, ONT.

Fine Prospect For Toys

New Life Infused Into Staple Lines by Introduction of so Many Novelties.

Prospects are particularly bright for next season's toy selling. Import articles are now on view in wholesale houses, and some of the finest toys ever produced are among them.

Retailers will be glad to know that natural baby and small child dolls in correct, life-like proportions are now to be had at very reasonable rates. These dolls are a splendid display asset for the showing of infants' and children's clothing. The cry-baby doll in life size is really a winner, and should draw a crowd to any window.

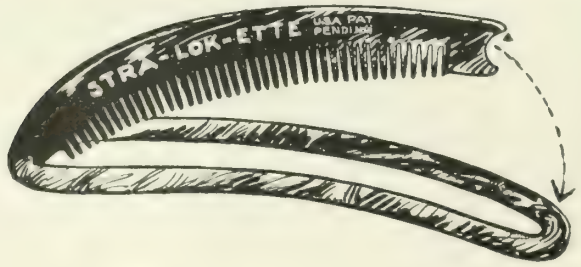
Improved mechanical toys include all the modern industrial processes faithfully reproduced. Great attention has been given to the production, at reasonable prices, of the padded toys so much in vogue for smaller children. Furry balls, Teddy Bears, Br'er Rabbit and others, are cheaper and handsomer than ever. Natural voices are the new and attractive feature of many of this season's animal toys.

Strand Braid for Coiffure

Season Has Produced Some Novel Ideas, Including the Bandeau Pad and the Crescent-shaped, Fancy Net, or Hair Ornament.

An extra wide braid of five strands has been found extremely effective with the new, flat coiffure. It helps, by reason of its size, to fill out the head, and at the same time is suited to a coiffure in which no pad is used. The front hair is curled or waved, and the ends made into puffs, or puffs applied, on the crown, well toward the back. The braid is then fastened round the head in bandeau fashion, giving a classical and yet a soft effect.

Invisible hair nets have had excellent sale this year, owing to the continuance in favor of a fairly loose style of hair-dressing.



New accessory, combining comb and barrette idea. They come in different sizes.

Bandeaux, both of shell and fabric, have had unusually good sales. The bandeau pad consists of a roll joined by a short crescent-shaped piece of velvet, bead-embroidered. The velvet passes over the top of the head and the pad is used to fill out the divided coiffure, with its front parting.

Very pretty are the crescent-shaped hair nets of gold or silver thread, strung with pearls or fancy beads. These may be used across the back of the head in place of a barrette to retain the loose hair. This is the "Billie Burke" style. Or the net may be worn across the top of the head, when a part is used and the hair dressed low. Satin and silk bandeaux of similar shape show garniture of tassels at each apex and bead or pearl embroidery. A very pretty specimen was embroidered by hand in tarnished gilt and bronze on green satin, tassels of metal to match.

More suggestive of out-of-doors are the "Madame Sherry" bandeaux of ribbed silk ribbon with rosette to match. These come at distinctly popular prices, and are altogether a very good-looking article at the price asked. Shell bandeaux threaded with silk ribbon have proved excellent sellers to the juvenile trade. They are much worn by young girls and continue popular as ever.

More trimming than usual is a notable feature of the new hair goods. Rhinestones and coral are favorites. Three strands of coral beads threaded on wire was an excellent selling bandeaux for the hair. Rhinestone set, narrow, shell bandeaux were seen at all prices.

At present the bulk of the trade is being done in the novelty lines of hair ornaments. Barrettes, however, are a staple line always in demand. The military style is now being featured. Black and white combs and barrettes are the novelty offered by manufacturers and are extremely neat and attractive in appearance.

A Quick Seller

Illustration shows new Barrette that should have a ready sale in your notion department. It has a nice high gloss finish, very strong catch, has five strands, size 5¼ x 2¼

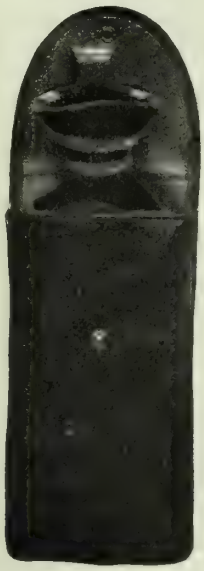


$1.50 Per Dozen, List Price

We manufacture all kinds of hair specialties and waterproof collars.

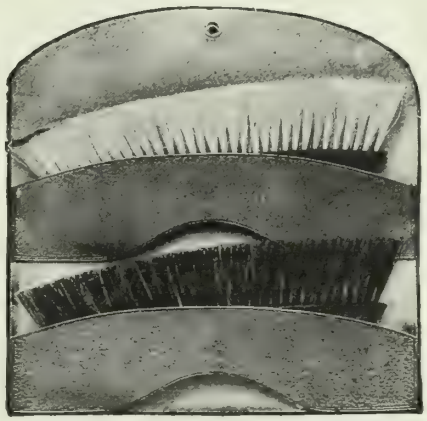
The Smith-D'Entremont Co., Limited

1475 Queen Street West, - Toronto



Vacation Thoughts





FIRST AID to Summer Travelers. All the comforts of home on pullman or steamer. Travelers' Accessories that are practical—not mere fads. Newest and completest line. Goods all distinctly high class.

Traveling Slippers that really fit. Ladies' gents' and children's sizes. Popular leathers, fabrics and colors.
Traveling Air Pillows, silk covered. For steamer chairs, etc. Coolest pillow made. Handsome into the bargain.
Traveling Hot Water Bottles. Covered with silk or flannel. Attractive appearance. Fitted in nice leather cases.
Traveling Brush Sets. Single or double cases, holding one or two. Compact, yet eminently serviceable.
Traveling Coat Hangers, six in case. Automatic extension. English Morocco cases in various colors. Necessities.

P. W. LAMBERT & CO.

Manufacturers of Fine Leather Novelties. **64-66 Lispenard Street, New York**

E. H. Code's SMALLWARES

Stimulate Your Business

By Ordering from our Extensive Range

of barrettes, side and back combs, hat pins, that go to make up a complete and attractive smallware display.

A large and varied assortment of hat pins and fancy brooches at right prices, and all the latest designs. Your orders will receive our prompt attention.

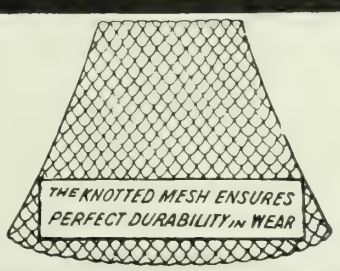
E. H. CODE, 223-225 Queen Street, Ottawa, Ontario

B "COIFFURETTA" Regd DOUBLE KNOTTED MESH SHAPED SILK HAIR NETS

$4.80 per gross

TORONTO DEPOT:
Dieckerhoff, Raffloer & Co., Ltd.
Corner Simcoe and Wellington Sts.

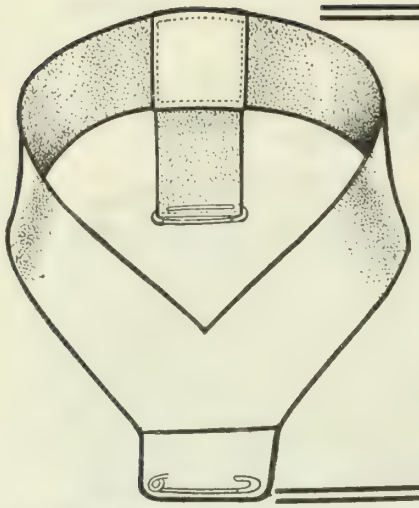
ROSENWALD BROS.
Sole Manufacturers
LONDON PARIS VIENNA



Each net in envelope

MONTREAL DEPOT:
Dieckerhoff, Raffloer & Co., Ltd.
525 St. Paul Street.

MAKERS OF EVERY KIND OF
Hair Nets, Frames, Rolls, &c., &c.



ALL ELASTIC—
WASHABLE—
POROUS

Sanitary Belt FOR WOMEN

Every woman wants one. Cleanly, antiseptic, washable and comfortable. Made of soft surgical web especially woven for us.

HAS NO EQUAL IN PRICE OR QUALITY

Can be worn next flesh or under corset. Gives with every movement of the body. Indispensable with Union Suits. Packed in assorted sizes; large, medium and small. Sample free on request

You have only to show these goods to sell them, price $3.00 per dozen in assorted small, medium and large sizes.

C. H. Westwood Mfg. Co, Ltd.
MANUFACTURERS
84-86 Wellington Street W. - - TORONTO
"As good a seller as the C.M.C. Hose Supporters."

SCHLOSS THE BELTMAN

READY FOR EARLY FALL WITH A

New Line of LADIES' BELTS

In Elastic and all other New Effects

Join the procession. Call or write for samples.

FOR THE JOBBING TRADE ONLY

LOUIS SCHLOSS
BROADWAY, - NEW YORK

Verandah Accessories.

Prominent department stores are now featuring sales of goods specially planned for the needs of the Summer home. Cheap cushion slips in brilliant shades which will stand sun and wetting without too much fading, are seen at popular prices. A plain slip in floral design and made to be fastened on by domes or buttons, proves a popular favorite. The better numbers are finished with cord and tassels. These slips provide an excellent suggestion for clearing out old stock in art muslin, chintzes, etc. They may be made up in the workroom at a minimum of cost and easily retailed at from twice to three or four times their value.

Hammocks at from two dollars up are now offered in rich, deep shades which are practically sun-proof. It will be noted that this season's color schemes are much more beautiful and harmonious than for some time. Improvement was needed, and a crude, offensive color scheme is now seldom seen.

Wholesalers of fancy goods are now offering Japanese lanterns in improved styles, and variety of shapes, in job lots of from a dozen up, cost being in some cases only about 4 or 5 cents each. No retailer should find it hard to sell these lanterns at this season. An announcement in his ad., and the calling of attention to their charm and seasonableness as a porch accessory should prove enough. They may also be featured when large garden parties and out-of-door functions are being given.

Fancy goods houses are showing great variety of swinging seats for both grown-ups and children. These range from an article which is as handsome as a settee, and upholstered throughout, to the small, safety swing for the baby. This latter is suspended by strong cords and has a retainer to hold the child in place. The article would sell from $2.00 up, in styles well finished, strong and handsome.

Swinging couches for the sleeping porch are a new line coming into greater popularity every year. The hammock bed is another article of this type which is an established favorite.

Change in Chatham and Windsor Stores

Two limited liability companies are being formed to take over the two dry goods stores in Windsor and Chatham, in which Joseph Appelbee had the chief financial interest. The Chatham store has been carried on under the name of Appelbee, Stone & Appelbee, with Spencer Stone as manager. Mr. Stone will now be president of the Chatham company and will continue as manager. E. R. Dunk, in business for some years in Port Perry will be manager of the Windsor store.

Gordon MacKay & Co., Toronto, are largely interested in the deal. The two stores are in excellent condition and extensions are being planned.

Hamilton will hold a "Made in Hamilton" week, June 12-17. During these days merchants will specialize on goods made in Hamilton.

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

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NAME _____

ADDRESS _____

KNIT GOODS NEWS

Novelties in Sweater Coats

Manufacturers Preparing Lines to Meet Effect of Ready-to-Wear Style Tendencies --- Coronation Samples and Triplex Collars

MERCHANTS, who are interested in ladies' sweater coats for Fall, cannot but notice the trend of style and influence of the ready-to-wear buying.

Manufacturers are following novelties, introduced by designers, and buyers are directed to a large extent by style tendencies seen in orders already placed on ready-to-wear garments.

It will readily be seen that this influence is away from plain effects and in preparing later numbers for Fall, several novelties have been included. These garments follow the style tendencies in the ready-to-wear section in regard to length and important features.

Combined with this, every number in every color or style is made up or transposed in other suitable lines if required. This gives buyers opportunities to develop their buying to meet the demand for novelty in their own territory. As the season advances, extra samples may be added, following the demand for novelties, but from present ranges buyers need not be handicapped in any way if novelty is to be a strong point in their Fall selections.

Co-eds and Varsity Styles.

So far co-eds and varsity styles have taken exceptionally well, and models with side-buttoned effects have been most popular.

A resume of the shades shown, when considered with the numbers of samples prepared, will give a faint idea of the possibility of novelties, when different weaves can also be made to add novelty. On a few machines where it is possible, samples are made with fancy stitch running round or reverse on the face to the design on the back.

Shade strips make contrasting colors most prominent. Among the strongest numbers are: Oxford, 2 shades; grey, pearl and slate; navy, 2 shades; cardinal, 2 shades; tan, 2 shades; sky, reseda, white and black. So far this season white and grey have been strongest sellers, when combined with contrasting colors.

One of the very latest novelties follows style tendencies and colors brought about by the coronation, and promises to become immediately popular. This unique garment is made in any style, and features royal crimson and coronation blue with white, or white contrasted with these novelty colors..

All lengths from 24 to 44 inches, in either misses' or ladies', are offered in exceptionally stylish coats of all wool worsted yarns. A very comprehensive range of fancy ribs are shown, which are the nearest to hand knitting that can be done on machinery. Actual novelties offered in these imperial colors are distinctly "out of the ordinary," and show real merchandising attractiveness at leading prices.

As a further advantage to retailers, manufacturers are meeting the demand for improved collars and shawl effects are seen on Fall samples. "Triplex" collars combine this style in a satisfactory way and high, low or shawl collars are possible. In case the shawl effect is not desired, by turning the collar inside the coat double thickness is given, which lays flatly across the shoulders. This is not detected by any bulkiness or general outline change in the fit of the garment. This promises to be one of the most important developments in sweater coats this season. Any style of garment can be made with a triplex collar.



Draw-over sweater coat, with hood or sailor collar effect in contrasting colors and Coronation shades. Aviation cap to match

For an extreme novelty, manufacturers are showing heavy plain rib coats, with fancy stitch trimmings and triplex collar, for auto wear. Sample lengths vary from 36 to 50 inches. Of course, these are also shown with ordinary or no collars, and manufacturers are realizing the broad opportunity of this field for novelty and higher class garments.

IN CHOOSING HOSIERY FOR STOCK YOU CANNOT DO BETTER THAN BY SELECTING

Radium  Hosiery

Registered

This Name and Label are always associated with High Quality aud Fair Price.

THERE IS NEW ENERGY

for your Hosiery Department in Radium Hosiery. Your Patrons will immediately recognize their splendid wearing features and the perfect finish of Radium Goods. : : : : : : : :

Perrin Freres & Cie.

28 Victoria Square Montreal

Children's lines have not been neglected in any way, and more or less novelty has been introduced into styles and colors in busters, cardigans and juvenile sweater coats. These lines have added materially in maintaining business in last season's showings.

Interesting Hosiery News

Possibility of High Class and Improved Silk Qualities Suitable for Canadian Demand --- Ready for Repeats on Lisles and Mercerized Lisles

Canadian merchants will appreciate the boon of being able to stock silk hosiery in black and colors and to get repeats as often as necessary. In hosiery departments this end of the business has always been unsatisfactory from the buyers standpoint and even for special orders it has been hard to procure better lines when wanted and especially lighter colors.

There is every probability of merchants being able to overcome this condition and although it is not definitely decided, The Review is informed that manufacturers are preparing a line of improved silk hosiery with lisle toe, sole, heel and high splice and lisle garter top. The possibility of the demand and of conditions under which manufacturers can meet it will be fully considered by representative agents during the next month. While not being able to state definitely at present what the result of this decision will be, merchants can be prepared for the new lines if quality is the point in question.

Judging from first samples seen, attention has been paid to the style demand for gauzy makes found in Canada at the present time. The finest silk that can be procured is being used and manufacturers have produced a line which is much superior in fit, comfort, feel, finish and style when compared with first attempts or even with imported lines. These essentials could not be better.

Samples are full-fashioned and seamless. These improvements are made by a cross-stitch seam on a machine that is most intelligent in its operations. From a selling standpoint, new samples are all that could be desired. New machines will be installed, if necessary, to meet finer gauges.

Manufacturers point out that quality is the main object in view and customers here do not want cheaper grades. New lines meet popular prices at $1.50 and possibly $2.00 to retail, promising a good advance and cost price quotations will also be decided directly.

Merchants are assured of a line showing a satisfactory profit. Hosiery of this stamp meets Canadian demands in every way and no doubt these new lines can be considered in Fall placing. Black is almost certain to be and best colors will, perhaps, be ready.

Regarding fine gauge mercerized lisles, especially in popular lines, manufacturers have offered particularly good quantities for Spring placing and will be able to handle repeats. Some buyers are not fully conversant with Canadian makes and often numbers, which have been most successful in Western retailing, are not taken except in sections widely apart in the Eastern ground. This is particularly evident in gauzy lines retailing at 50c pair. These are knit on



Worsted Bathing and Athletic Suits

JERSEYS FOR ALL SPORTS
MADE IN CLUB COLOURS
Sweater Coats, Sweaters, Etc.

Scott Knitting Co.
24 RYERSON AVENUE, - TORONTO

TURNBULL'S

"RIBBED" UNDERWEAR

FEARS NO COMPARISON

Its quality results from the perfect grade of materials, the strong, elastic stitch and the care with which every garment is turned out.

This gives, too, a perfectly uniform grade. There is no danger of dissatisfied customers and return of goods is almost unknown.

No fault has been left uncorrected in the development of this splendid stock, hence

TURNBULL'S UNDERWEAR CREATES BUSINESS

See our lines at once and stock them. You will find a steady demand at once.

The C. Turnbull Co. of Galt, Ltd.

Galt, Canada.

Fit for a King

THIS newest "PEN-ANGLE" Creation, in the authorized Coronation colors---Royal Crimson and Coronation Blue---knitted in the daintiest pattern---of the finest fleecy wools, the lightest garment imaginable---form-fitting and shape-retaining.

No Lady's Wardrobe will be complete this summer without this superb



Pen-Angle CORONATION SWEATER COAT

If you haven't it in stock, better order now—

IMMEDIATE DELIVERY.

Sizes 24 to 34 in Misses'
Sizes 34 to 44 in Ladies'

PENMANS LIMITED

MAKERS OF 58

"PEN-ANGLE" Hosiery, Underwear and Sweaters

Pen TRADE WARRANTED HIGH PENMAN'S GRADE Angle MARK CANADA

one machine complete, and finished in any color, although dyers are not carrying as many shades. Some have been withdrawn on account of style tendencies. When quality and finish are considered and merchants note the suitability of these numbers, they will see the advantages and importance of fine gauge mercerized lisle hosiery for their departments.

One line with a fair profit, made of mercerized sea-island lisle woven full-fashioned with two-thread and four-thread foot, broad way and garter tops have been handled most successfully, especially by merchants in British Columbia. Lesser qualities are just as seasonable and offered at a convenient merchandising price.

For Fall cashmere, qualities are being specially prepared. In order to supply popular numbers some mills have doubled their output and are working night and day to complete orders. Every attention is being given to producing popular numbers in plenty of time for Fall retailing.

What the Manufacturers Say

V-Necks in Good Demand, but Coat with Collar Will be Popular — Fawn Trimmed With Brown — Position of Aviation Cap.

Regarding Fall styles in knitted goods, a manufacturer writes The Review as follows:—

"We do not know that there is very much to say outside of a reference to the lengths of the sweater coat both for ladies and men. The demand for these goods is, in our experience, greater even than last year and the tendency being to get away, apparently in ladies, from the long coat, the shorter coats running about thirty inches in length being in much greater demand than the longer styles. The collar coat for ladies is also apparently going to be very popular, though the demand for the coat without a collar is still very large.

"The new aviation cap for ladies is in very great demand, there are a number of styles on the market all of which appear to be very popular. We anticipate a very active Fall in this line.

"Last year, the majority of these caps worn were hand-made but the number of attractive designs in machine-made goods is so great and the price so reasonable that we are inclined to think that the hand-made goods will not be so popular owing to the difference in price. In the balance of the lines we manufacture there is nothing special to refer to in the way of new goods but the demand continues very satisfactory in all staple lines."

Another manufacturer states:—

"In connection with Fall styles of knit goods, would say that, judging from our orders, we believe that 36 to 40-inch coats will be popular for the Summer and early Fall months. After that 25 to 30-inch coats will be popular. The V-neck coats are the heaviest sellers. Coats with collars, however, will become very popular for later Fall business.

"Our experience is, in regard to colors, that white, grey, cardinal and navy are always the heavy selling colors, although fawn and fawn trimmed with brown is very popular this year."

TRADE MARK REGISTERED TIGER BRAND.

"TIGER BRAND" UNDERWEAR

"Tiger Brand" Underwear is going to be the leader for Fall in the Underwear Mart. It has the three most important requisites of "good" underwear — Superior Finish — Durability— Style.

If you have tried other brands and found them wanting in "customers"—if you find your underwear department slack when your competitors about you are doing good business—there's a hitch somewhere.

Ask yourself—have I a stock of the finest Underwear obtainable?

No—not if you haven't Tiger Brand. It's the one big customer-getter and a huge asset to your shop. Send in your order now—see the result for yourself.

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Galt, - - Ontario

Health Brand
Underwear

We have all sizes of Children's and Infants' light-weight wool garments in stock, in Rubens, Brownies and Buttoned Fronts, also a good range of Ladies' light-weight wool vests in long sleeves, short sleeves, and without sleeves.

Greenshiel s, Limited
MONTREAL



Charming and Comfortable

BEAVER BRAND

Knitted Coats

There's an individuality in the design and knit of our Coats that make them particular favorites with well-dressed women.



NEW MODELS

FOR 1911-12

NOW READY



STYLES—
Up-to-Date

WORKMANSHIP—
First-Class

MATERIALS—
The Best To Be Had

Ask for Samples and be Convinced

R. M. Ballantyne, Limited

STRATFORD, ONTARIO

Wool Blankets Better Napped

Flannelette Makes and Modern Heating in the Home Changes Demand — Canadian Manufacturers Meet Requirements — Contract Orders

Conditions in the manufacture of woolen blankets have changed considerably during the last few years. Important among these are numerous alterations in machinery and Canadian manufacturers are improving blankets by special napping machines. Manufacturers have been met by similar conditions as other mills in regard to increased cost of labor and materials, but outside of this, especially in woolen blankets, several other changes have had to be met.

Most prominent among these is the advent of flannelette blankets and although most merchants are aware of the conditions, they also remember the time when quantities of 36-inch and 72-inch flannel sheetings were sold and used to be considered a good sale when a ten-yard length was asked for. No order



Children's knitted overalls, buster coat, toque and mitts to match. Shown for Fall in all colors; esqecially popular in white and scarlet as typical Canadian garments.

was complete without a piece, each, of grey or white flannel sheeting in both widths. It is not so many years ago when peddlers always carried 2½ and 5-yard lengths to exchange for farm produce. To-day, only a small quantity is manufactured and an occasional piece is asked for. This condition quickly followed the introduction of flannelette blankets.

Effect of Modern Conditions

Another condition is brought about by the building of modern houses and improved heating methods. Blanket manufacturers say that occasionally high-price qualities are asked for from a style standpoint, but that for utility and washing, Canadian buyers demand lighter weights each year. This same tendency has affected the importing of blankets, especially high-class qualities, and under present conditions, Canadian manufacturers state that their output fully meets requirements in this country. It is also claimed that wholesalers and jobbers realize this in placing for Fall. Occasional fancy blankets have, however, been taken for show or window purposes.

Especially in the West and on railroad or construction work, large orders are being received and mills to-day are giving greater attention to contract orders. A specialty is being made and improved blankets, both in lower and medium quality grays, are being manufactured. These improvements in color, finish and weight are most pronounced. In most grades, much cleaner blankets are produced which has made this end of the output a strong factor in some mills which have been catering stronger than ever with that end of manufacturing in view.

There is no material difference in construction for some years and mills are confining their output to popular lines as stated. Canadian wool is the same price to-day as a year ago so far as grades used in manufacturing blankets are concerned. It will be remembered too, that at present, last year's wool is still being used and blankets will be quoted at similar prices while this supply lasts.

When asked about prices for next year, one manufacturer was unwilling to give any forecast either way. He simply stated, that as far as he knew, none was available.

Regarding business placed for Fall, most manufacturers are satisfied with orders received and qualities demanded. In both white and grays, mills and jobbers report satisfactory business. In their own lines, all are satisfied that Canadian conditions are met and less importing is being done than in former years. It is expected that placing, from now on by retailers, will be fully up to, if not ahead, of last season.

"Craftana."

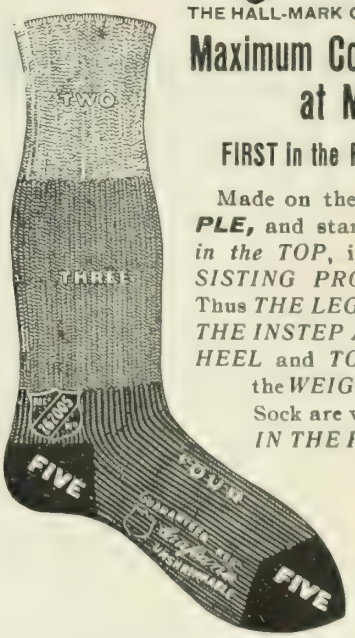
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Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

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People buy and buy again Underwear that has features of its own

There is character in every piece of

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Your customers will like the "ELLIS" brand, because they are knit to wear well and fit well, being knit by a special process which none others can obtain in Canada. They are sure to please.

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For Men, Ladies and Children.

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No. 203 for Men's or Ladies' wear selling at $5 is unequalled for fit and wear.

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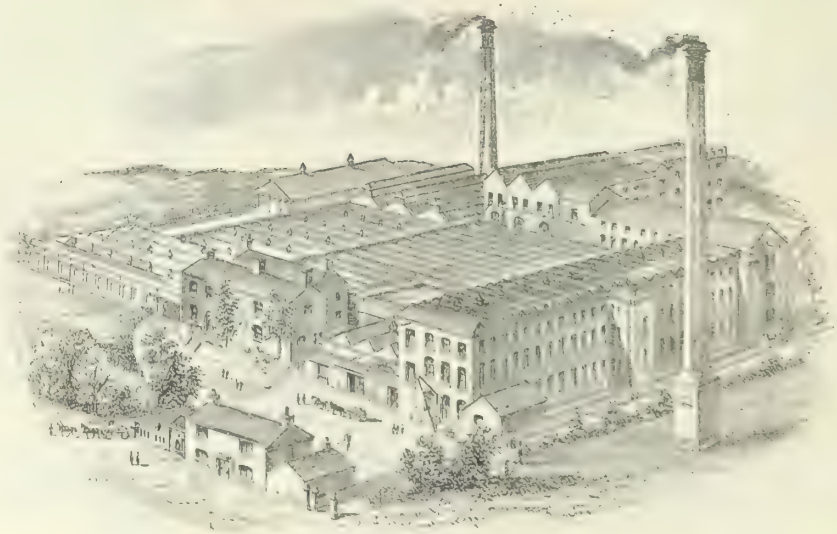
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Ask your wholesaler for the Princess line, and you will have something your customers are looking for. Their perfect fitting qualities and snowy-white appearance bring the customers back for more. These garments are the most comfortable made for women and children, because of a process of our own that makes them fit the figure, and gives pleasure to the wearer.

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During the hot, sweltering days to come you can make your store the centre of attraction by displaying in your windows the Zimmerknit hot weather specialties. They look cool and they are cool. Nothing is so attractive and inviting, when the mercury is boiling over and your clothes seem to stick to you at the slightest exertion, as the cool, light, soft appearance of the

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is now completed and in the hands of their selling agents, who will call upon you, and we solicit a continuance of your esteemed orders

No Retailer's Stock is complete without these well-known brands.

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Everywhere where Underwear is Sold You will Find Ready Sale for

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It is at once well shaped and durable, made from picked materials, and with a mesh that gives free play to the body yet fits closely enough for health and comfort.

HYGEIAN is made in many styles, and you can find just what will suit your trade among the samples shown by ALL WHOLESALE HOUSES IN CANADA.

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is in the **demand.** Year in and year out the call for Hermsdorf Dyed Fast Blacks never lags. The busiest and best hosiery departments in the world owe much of their prestige to Hermsdorf Dye—the cleanest, fastest, purest black dye for hosiery ever produced. Hermsdorf's signature on the sole is

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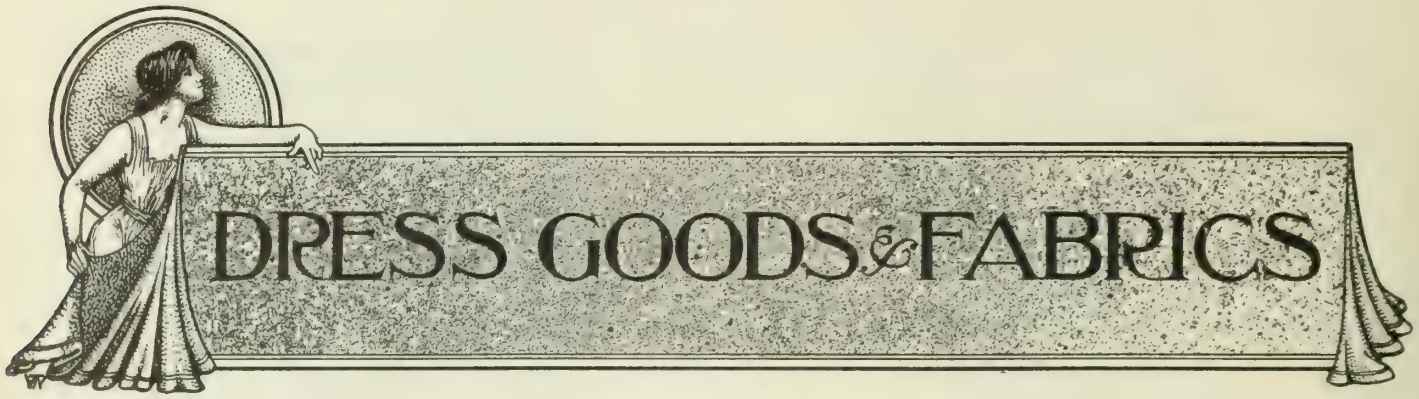
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The Schofield Woollen Co., Limited
Oshawa, Canada



The Views of Leading Buyers

Exchange of Ideas on Important Question of Fall Buying — Review Obtains Opinions Which Give Broad, Practical Verdict on the Situation

A VERY helpful expression of opinion with reference to the comparative position of the different dress materials for Fall, has been obtained by The Review from some of the leading Canadian buyers.

Recently, letters were sent out with the object of obtaining an exchange of opinion at a time when it would be most valuable. Buyers were asked to name the leading fabrics for Fall, so far as they could tell from present view; leading colors, in order of popularity; what lines they intended discarding; the position of caraculs, sealettes and other pile fabrics; comparison of foulards with fancy and plain weaves; how they were dealing with demand for shorter lengths and whether skirts would be wider next Fall.

On certain main points there seems to be remarkable unanimity as, for example, with regard to the leading position of serges, tweeds, cheviots and worsteds, while on other points there was some diversity.

Over eighty per cent. of the buyers agreed that blue would be the leading color. Browns, greys and greens were generally selected as next on the list. There was difference of opinion regarding black. This color is always staple, and many buyers do not expect it to be as great a style feature as five seasons ago.

Pile fabrics seem, on the whole, to be stronger. Though not explicitly asked to do so, almost every buyer has mentioned velvet or velveteen. This is significant.

Quite naturally, foulards are expected, by the majority, to give way to plain silks and satins for Autumn trade, these latter being especially adapted for evening wear and afternoon occasions.

Summer has shown great favor for foulards and these must be considered again in cheaper lines for 1912. This will be decided largely by the extent to which patterns are copied in wash fabrics for next season. Buyers can judge from the demand at the last of this season.

Various methods of dealing with the problem presented by the demand for shorter lengths are suggested and are particularly interesting. Some of the heads either have not felt or have not realized the effect of the shorter length in dress goods selling. On the other hand, some buyers would handle the situation very cleverly.

The consensus of opinion is decidedly in favor of wider skirts for next Fall.

It may be noted here that the harem skirt, with its trousers attached, calls for a good quantity of cloth. Tailored, narrow skirts are beginning to show the insets of pleats which one buyer comments on. It is improbable that the very narrow styles will survive this season in face of so much opinion to the contrary.

What Ontario Buyers Say.

John Pittaway, dress goods buyer for Chas. Ogilvy, Ltd., Ottawa, Ont.

Leading Fabrics—Cheviots, tweeds, serges, plain cloths.

Colors, in order of popularity—Light navy, light brown, light greens, Copenhagen, black and white.

Opinions regarding blacks for Fall—They will be used a good deal. Cheviots or serges, which we find at the present, coming stronger every day.

Intend discarding—Shadow stripes and all decided designs and all large patterns.

What about caraculs, sealettes and other pile fabrics? Caraculs all a back number, sealettes and plush pile effect will be strong, also tweed coatings.

Foulards as compared with fancies or plain colored silks. I think there will be more plain satin or satin silk effects used than any fancy silks.

Would deal with call for shorter lengths—Always keep small ends in view on the counter, well ticketed, and keep the clerks pushing all small ends when asked by a customer.

Will skirts be wider next Fall? Much the same as the present.

—o—

Miss E. J. Smith, dress goods buyer for Robinson Co., Napanee.

Leading fabrics—Serges, cheviots, tweeds, velvets, worsteds and veiling materials.

Colors in order of popularity—Blues, browns, greys, clarets and greens.

Opinion regarding black for Fall—Will be strong.

Intend discarding—

What about caraculs, sealettes and other pile fabrics? Sealettes and plushes will be good. Caraculs not so much in favor.

Foulards as compared with fancies or colored silks. Foulards will not be so popular for Fall. I think we will see more plain satins worn and a few fancy weaves for afternoon gowns.

Would deal with call for shorter lengths—The call for shorter lengths this season was rather alarming, but I have found in many cases you could sell two dresses instead of one, and it gives you an opportunity of advising more trimming on the gown.

Will skirts be wider next Fall? The skirts will be partially pleated, which will certainly add to the width.

—o—

Mr. Russell, dress goods buyer for R. McKay & Co., Hamilton, Ont.

Leading fabrics—Tweeds, soft-finished cheviots, and serges will again be strong.

Colors in order of popularity Black and whites, greys, navy, red, tan, Copenhagen and green.

Opinion regarding blacks for Fall Blacks will be strong, both for suits and dresses.

Intend discarding No.

What about caraculs, sealettes and other pile fabrics? Velvets and velveteens will be worn very greatly for dresses and suits. Sealettes and caraculs will again be in demand for coats, etc.





Plain Shades

Serpentine Crepe

The Pacific Mills were the originators, and are the only manufacturers of Serpentine Crepe.

For eighteen years Serpentine Crepe has always given perfect satisfaction to Jobber, Retailer and Consumer. To-day it is the most popular cotton fabric made and the easiest seller in most dry goods stores. It has the prestige that alone comes from being well and favorably known as the cotton crepe with the guaranteed permanent crinkle that neither washes out, stretches out, nor wears out.

The twenty-five plain shades of Serpentine Crepe are a revelation in the art of color tones—rich and effective—what the women want and will have. The white and pink and blue tints come also in soft finish and are largely in demand for underwear, night gowns, lingerie, pajamas, infants' dresses, etc.

Any retailer who will regularly stock plain shade Serpentine Crepe will find it a steady seller that will give additional prestige to his store.

Quick Deliveries

To make it easier for retailers to secure quickly the exact patterns and colorings of either figured or plain Serpentine Crepe, we have arranged with the jobbers to forward direct to Lawrence & Co., our selling agents, all orders for 30 or more pieces of Serpentine Crepe, should the jobber be unable completely to fill the same from floor stock.

These individual orders will be packed separately from any other goods going to the jobber and the cases marked, for identification, with your initials or any other mark given us, and shipped as instructed by your jobber, from whom we receive the order, and who will bill the goods to you.

If your jobber cannot promptly fill your orders for printed patterns or plain shades of Serpentine Crepe, please refuse all goods made in imitation, write us, and we will give you the names of jobbers who can fill your orders promptly.

PACIFIC MILLS, Boston, Mass.

Canadian Distributors, GREENSHIELDS LIMITED, Montreal





Foulards as compared with fancies or plain colored silks. I think plain satin-finished silks and sateens will lead. Fancy weaves next, then foulards.

Deal with call for shorter lengths—Piece goods should never be bought in short lengths, excepting for exclusive trade.

Will skirts be wider next Fall? Yes.

—o—

Geo. W. Bishop, dress goods buyer for Robt. Wright & Co., Brockville.

Leading fabrics—Serges, worsteds and a fine light tweed Stripes are quite a favorite—with us.

Colors in order of popularity—Tans, coral, very exreme for our trade, navy, greys, green, king's blue and taupe.

Opinion regarding blacks for Fall—Not as good as last, but black is always safe.

Intend discarding—Panamas we go slow on; Ottoman cords and armour royal are taking their place.

What about caraculs, sealettes and other pile fabrics? Fairly good; better feeling than last Fall.

Foulards as compared with fancies or plain colored silks. Much better, stripes are good.

Would deal with call for shorter lengths—We are selling or figuring our suits at a price for the dressmaking department, so as to give us a better length and price.

Will skirts be wider next Fall? No; but surely no smaller. Looking for a larger skirt by Spring, 1912.

—o—

C. Chapman, dress goods buyer for Madill Bros., Napanee, Ont.

Leading fabrics—Cheviots, serges, tweeds, worsteds. Demand for rougher effects.

Colors in order of popularity—Blue series, navy, king's blue; black, green, grey, wines, plum series.

Opinion regarding blacks for Fall—Very good. Some black and white shown.

Intend discarding—Stripes, matte cloths, smooth finished cloths.

What about caraculs, sealettes and other pile fabrics? Good, especially velvets and the sealette order.

Foulards as compared with fancies or plain colored silks. Foulards not so good for Fall. Plain colors better.

Would deal with call for shorter lengths by buying better materials.

Will skirts be wider next Fall? Yes.

—o—

Max Schlueter, dress goods buyer for A. W. Cressman Co., Peterboro, Ont.

Leading fabrics—Serges, cheviots, tweeds, voiles, santoys, chiffons.

Colors in order of popularity—Navy (royal, king's), tan (golden, brown), grey (iron grey, dark iron grey), greens (hunter, myrtle, bottle), coral, Helen, soft pink, Empire green.

Opinion regarding blacks for Fall—Very good.

Intend discarding—Rose shots are slow and would advise selling out.

What about caraculs, sealettes and other pile fabrics? Caraculs not so good; sealettes very good. Velvet very strong; in fact, all pile fabrics will be good stock.

Foulards as compared with fancies or plain colored silks. Plain silk best. Fancy, fair. Foulard slow; will be better for Spring and Summer.

Would deal with call for shorter lengths—Buying a 15-yard end enables you to cut to good advantage, making 3 skirts and 2 suits, 5 skirts, or 3 suits.

Will skirts be wider next Fall? Skirts will be much wider for Fall.

—o—

W. Crooks, dress goods buyer for Stanley Mills & Co., Hamilton, Ont.

Leading fabrics—First in order, cheviots, plain, and with self-woven stripe (fancy cheviot), weighty tweeds and double-faced cloths (worsted, in tailoring weight), Wales or diagonals will still be in demand.

Colors in order of popularity—Blues, from things blue to dark navy. Cinnamon, brown, full-toned tans; greys, black and grey effects. Wisteria or violet tones, etc. Olive green, rather dark.

Opinion regarding black for Fall—A particularly strong feeling for black, amounting almost to a vogue.

Intend discarding—Venetians and hopsack.

What about caraculs, sealettes and other pile fabrics? The biggest season as yet for pile fabrics, particularly sealettes and velvets.

Foulards as compared with fancies or plain colored silks. Foulards are distinctly a Summer silk. Plain yard-wide silk and satins will supplant them for Fall.

Would deal with call for shorter lengths—Buy in multiples of the legnth most called for, 6 yards or 36, 12 yards or three times twelve, 36. If buying long lengths from manufacturers, watch the piece as it comes to last length and deal with it accordingly.

Will skirts be wider next Fall? A little wider, but not much, and straight lines with high waist-lines ruling.

—o—

Alf. Lancashire, dress goods buyer for the J. C. Turnbull Co., Peterboro, Ont.

Leading fabrics—Serges, tweed effects, and satin-faced cloths.

Colors in order of popularity—Blues, browns, grey, green.

Opinion regarding black for Fall—Very strong.

Intend discarding—No.

What about caraculs, sealettes and other pile fabrics? All pile fabrics are very strong.

Foulards as compared with fancies or plain colored silks. Plain silks are the better.

Would deal with call for shorter lengths—Buy shorter lengths and more variety.

Will skirts be wider next Fall? Most decidedly.

—o—

I. B. Reynolds, dress goods buyer for F. H. Hollinrake, Brantford.

Leading fabrics—Harris and Donegal tweeds, serges, Bengalines will be good. Bordered marquisettes for evening dress.

Colors in order of popularity—Tweed mixtures in green, the new Hetty Green, garnet will be popular and navy will be good.

Opinion regarding black for Fall—Black with hair-line stripe effect will sell well. Voiles will be good. Black as a color will not sell so well.

Intend discarding—Melton, hopsacks, colored Venetians, low qualities in satin cloths.

What about caraculs, sealettes and other pile fabrics? These fabrics will have an exceptionally good run. Sealettes will be the best sellers. A quality at $3.50 per yard will sell well.

Foulards as compared with fancies or plain colored silks. They will retain their prominence as a dress silk. Bordered effects will be good.

Would deal with call for shorter lengths—A smart salesman works these lengths off as skirt or coat lengths when an opportunity offers. The buyer should drill this into his salesman.

Will skirts be wider next Fall? They will be smart cut effects, with more fullness from the knees.

—o—

H. Cull, dress goods buyer for D. E. Macdonald & Bro., Guelph, Ont.

Leading fabrics—Serges and fancy mix tweeds.

Colors in order of popularity—Blue, grey, brown.

Opinion regarding blacks for Fall—Good.

Intend discarding—

What about caraculs, sealettes and other pile fabrics? Sealettes and plushes good.

Foulards as compared with fancies or plain colored silks. For Fall plain silks.

Would deal with call for shorter lengths—

Will skirts be wider next Fall? Yes.

—o—

Geo. P. Sutherland, dress goods buyer for Dickson's, Ltd., St. Mary's.

Leading fabrics—Broadcloths, Venetians, tweeds a few.

Colors in order of popularity—Navy and blue series, wines, tans, greys.

Opinion regarding blacks for Fall—Good.

Intend discarding—Diagonals, rougher materials.

What about caraculs, sealettes and other pile fabrics? Good.

Foulards as compared with fancies or plain colored silks. Plain satins and silks, pailettes.

What method do you use or would suggest for coping with call for shorter lengths?

Will skirts be wider next Fall? Yes.

—o—

J. L. Murray, dress goods buyer for Smallman & Ingram, London, Ont.

Leading fabrics—Tweeds, cheviots and reversibles.

Colors in order of popularity—Grey, navy, tan.

Opinion regarding blacks for Fall—Good.

Intend discarding—Broadcloths, Panamas.

What about caraculs, sealettes and other pile fabrics? Sealettes and pile goods are good, except caraculs.

Foulards as compared with fancies or plain colored silks. Foulards have had the largest sale for past season, but consider plain goods the best for Fall.

Would deal with call for shorter lengths by giving special inducements to increase the sale of separate skirts.

Will skirts be wider next Fall? No.

—o—

E. G. Cooper, dress goods buyer for Anderson Co., St. Thomas, Ont.

Leading fabrics—Serges, tweeds, cheviots, worsteds, broadcloths.

Colors in order of popularity—Blue (dark navy, mid. navy, king's blue, cadet blue); grey (gun metal, dark natural); tan (dark tan, Paris tan); brown (wood brown, mid. seal); reds (military, cardinal, dark grenat); green (reseda, moss, myrtle).

Opinion regarding blacks for Fall—Anticipate a moderate demand for blacks.

Intend discarding—Satin cloths, Soliels, Taffeta and Poplins.

What about caraculs, sealettes and other pile fabrics? Caraculs and pile fabrics will have a good sale. Sealettes wanted to complete stocks with moderate sale.

Foulards as compared with fancies or plain colored silks.

Eastern Buyers on the Question.

Chas. S. Drew, dress goods buyer for Moore & McLeod, Charlottetown.

Leading fabrics—Broadcloths, Sedans, Venetians, coating serges, cheviots, Panamas and tweeds. Do not think there will be such a great run on tweeds of the very rough variety, such as are being shown as a very new feature.

A Duck A A Duck

SERGE SUITINGS

are suitings which will appeal to your most exacting customers.

They are washable goods and excellent value. For the summer trade they are particularly inviting to buyers who desire the best.

Be the quality store in your section by stocking these lines.

Dominion goods plant profit and prestige for the up-to-date retailer.

TEXTILE DOMINION CO·LTD

Colors in order of popularity—Blues (fairly bright navy, cadet, saxe, cornflower); greys (steel grey, mid. steel, light grey, no smoke grey whatever); browns (medium browns and dark tans; greens, reds, purples.

Opinion regarding blacks for Fall—I think blacks will be particularly good.

Intend discarding—Not absolutely, although we are going very easy on one or two lines.

What about caraculs, sealettes and other pile fabrics? I think there will be a good demand for velvets, but I can't say I have very much faith in sealettes. I would say that caraculs will have a moderate demand.

Foulards as compared with fancies or plain colored silks. I think that plain colored silks will be away ahead of either foulards or fancy weaves.

Would deal with call for shorter lengths—While the present styles are in vogue I can't see any way but to buy the goods in shorter lengths.

Will skirts be wider next Fall? Yes. I think they will be slightly wider.

J. A. Perkins, dress goods buyer for Sussex Mercantile Co., Sussex, N.B.

Colors in order of popularity—Navy, light shades of brown.

Opinion regarding blacks for Fall—Blacks will be good.

Intend discarding—We are buying no coarse serges or hopsackings or camel hairs, as we do not think the demand for the two latter will be general. Coarse serges are done.

What about caraculs, sealettes and other pile fabrics? Sealettes will be good. Caraculs not so good as last year. Would advise being careful in both cases.

Foulards as compared with fancies or plain colored silks. Plain silks should be stronger than fancy, small patterns, and hair-line stripes may be correct.

Would deal with call for shorter lengths—We buy shorter lengths every time. People will pay a cent or two extra not to have the same dress as others. It does not matter so much about plain goods. We have been able to increase our sales in fancy goods by getting short lengths.

Will skirts be wider next Fall? There seems to be a tendency for wider skirts.

J. H. De Roche, dress goods buyer for Peter McSweeney Co., Moncton.

Leading fabrics—Serges decidedly in the lead. Cheviots, both plain and fancy weaves; quite a feeling for mixed tweeds and all heavy fabrics with rough weave. Of course, other staple lines are always in demand.

Colors in order of popularity—Blues, navy and king's blue and shades on that order. Browns, tans and modes, greens and greys.

Opinion regarding blacks for Fall—Not much over ordinary demand.

Intend discarding—Pin stripes will be slow here.

What about caraculs, sealettes and other pile fabrics? There will be small demand here for caraculs. Sealettes and the like will have a moderate demand with latter trade.

Foulards as compared with fancies or plain colored silks. Foulards will not be in great demand here for Fall. We consider that the bulk of our sales will be in satin pailettes.

Would deal with call for shorter lengths—5 yds. of 50-in. goods, and in some cases less, have the call for the present-day suits. We always suggest the dress and coat and extra amount for strapping.

Will skirts be wider next Fall? Skirts will surely be wider for Fall, from ½ to 1 yd. wider.

Dress goods buyer, Henry Morgan Co., Montreal, Que.

Leading fabrics—Rough finish in tweeds, serges in fancies, cheviots, etc.

Colors in order of popularity—Navy, light browns, coronation blue, greys, reseda.

Opinion regarding blacks for Fall—Very good indeed. General opinion is that they will lead before colors. Satin cloths particularly strong.

Intend discarding—

What about caraculs, sealettes and other pile fabrics? Fair. Plain cloth, with plain back, and plain with different color backs, are very strong, and will hold strong position.

Foulards as compared with fancies or plain colored silks. Foulards will be nil for Fall. Plain goods will hold prominent position.

Deal with call for shorter lengths—Where a piece of goods 44 in. width last season would cut four dresses, this year it would cut six dresses. We find the manufacturers are beginning to give us shorter pieces.

Will skirts be wider next Fall? Yes.

Western Opinions.

E. L. Bradwin, dress goods buyer, J. F. Cairns, Saskatoon, Sask.

Leading fabrics—Serges, fancy woolens, cheviots, fancy worsteds, broadcloths.

Colors in order of popularity—Blues, browns, greys, greens, reds and purples.

Opinion regarding blacks for Fall—Have never found blacks popular in the west.

Intend discarding—No.

What about caraculs, sealettes and other pile fabrics? Velvets and velveteens will be very strong; other pile fabrics fair.

Foulards as compared with fancies or plain colored silks. Foulards second place to either fancy weaves or plain colored silks.

Would deal with call for shorter lengths—Have no trouble in getting cut lengths, especially from import houses.

Will skirts be wider next Fall? Yes.

A. M. Bunt, dress goods buyer for A. Macdonald & Co., Lethbridge, Alta.

Leading fabrics—At present the following appear to be very strong: Serges, zibelines, cheviots, heavy fancy suitings, fancy check and stripe worsteds.

Colors in order of popularity—Blues in strong shades, tans and brown, greens, also purple, wistaria and some shades of red are shown.

Opinions regarding black for Fall—Blacks, in our opinion, will not be strong as a popular color, with the exception of in the heavy goods as caracul, zibelines, etc., but appear to be strong for trimming.

Intend discarding—We are buying lightly in taffeta cloths and broadcloths. We are buying voiles in fair quantity.

What about caraculs, sealettes and other pile fabrics? Pile fabrics are apparently very strong. The caraculs and sealettes for suits and velvets for suits.

Foulards as compared with fancies or plain colored silks. We prefer plain colored silks for Fall, as the Summer season is affecting the foulards to some extent. Fancy stripes may be good as well.

Would deal with call for shorter lengths—We have no stated method of meeting this demand and have not considered the matter enough to suggest a solution.

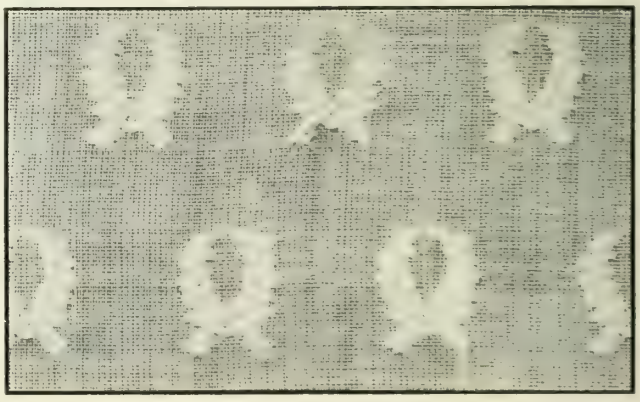
Will skirts be wider next Fall? Generally, we think that skirts will be wider this Fall, especially in separate skirts, but some suit skirts are still showing the narrow styles.

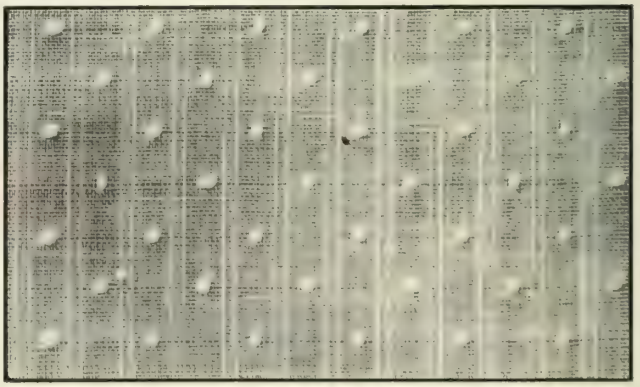
Staples in Good Position

Prints and Ginghams in Light Summer Shades Much in Demand — Price Lists Withdrawn on Some Lines and Increases Follow.

CANADIAN staples manufacturers report present trade conditions as very good. Business of all kinds has increased with the advent of really Summery weather, and logically, a healthy demand has been created for all kinds of staple cottons.

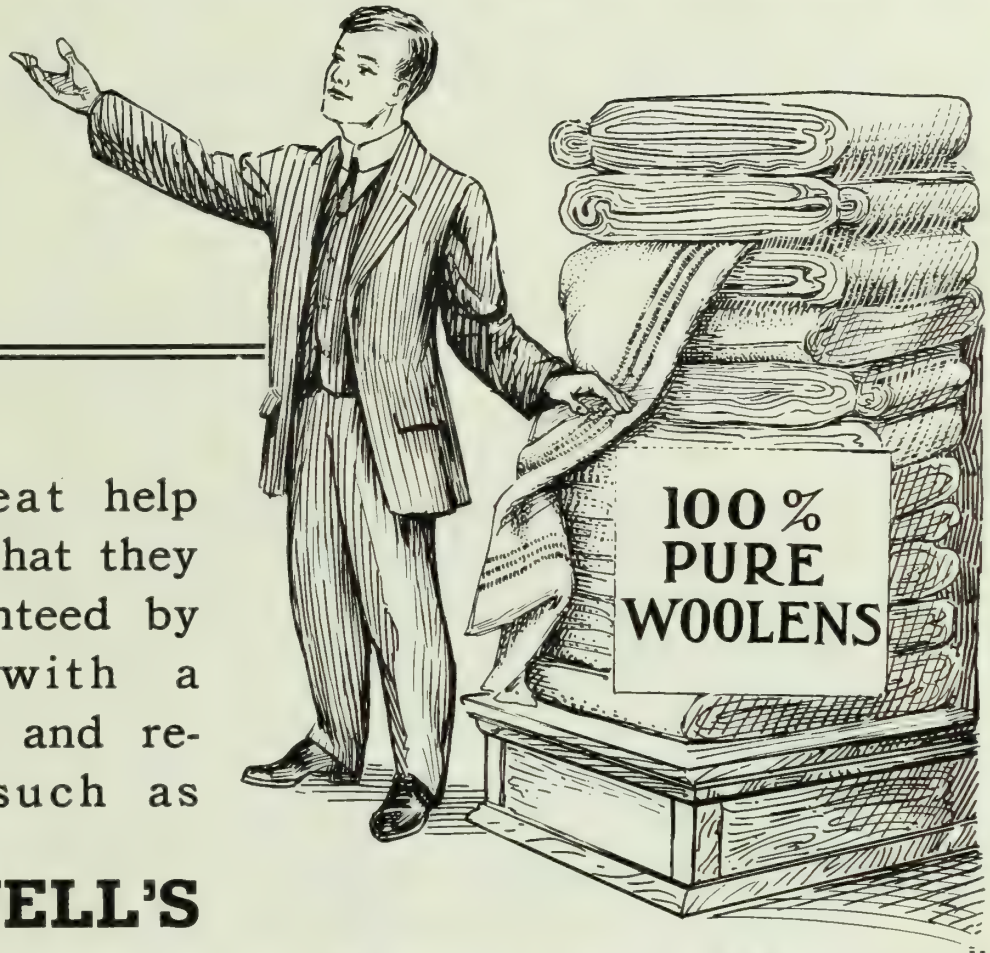
Printed goods, especially in the light Summer shades, are now very much in demand. The large stocks which the retailers held back during the cold





Two choice patterns from the range of fancy muslins shown by Otto T. E. Veit, Toronto.

When You're Selling Blankets



TRADE MARK
BC LTD
BOYD CALDWELL & CO. LIMITED
CALDWELL'S WOOLENS 100% PURE

It's a great help to know that they are guaranteed by a firm with a standing and reputation such as

CALDWELL'S BLANKETS and STEAMER RUGS

have attained FOR THEIR MANUFACTURER.

Our goods are made of the finest wool and have the soft warmth that makes them real luxuries.

The patterns, where any are employed, are in excellent taste and much varied.

We keep our prices so low that there is ample margin of profit, which, combined with the quick turnover, makes our goods extremely profitable to handle.

FALL LINES NOW BEING SHOWN IN

Blankets, Sheetings, Steamer Rugs.

ALL SALES DIRECT TO THE TRADE.

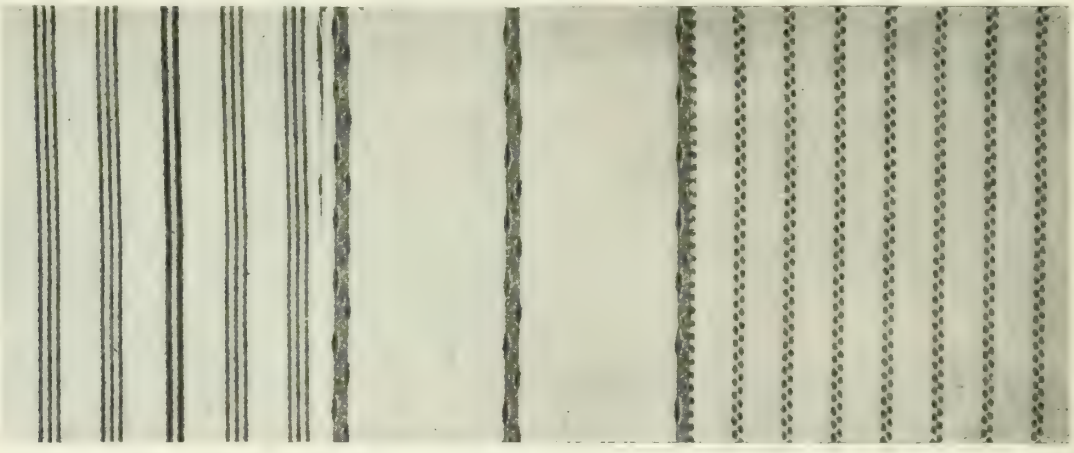
BOYD CALDWELL & CO., LIMITED

LANARK ONTARIO

weather, are being rapidly cleared out, and manufacturers and wholesalers alike are profiting by the re-orders, and in some cases, the entirely new orders, being placed for immediate business, and for which they are buying freely.

Not only is this proving a good print season, but there is a healthy demand for all similar goods. The Canadian trade seldom suffers from the severe fluctuations of fancy for either ginghams or prints, to the detriment of trade with the one, and while some seasons see a greater demand for the one than the other, there is always a market for both, and this season that demand appears to be about equal, according to the statistics of one manufactory.

Indeed, present conditions in all lines are proving particularly satisfactory and encouraging to manufacturer and retailer alike. While everybody was waiting for Spring, the public were not buying more woolen goods to finish out the cold season. They were simply making what they had do, knowing that warm weather must come sooner or later, and as a result, trade was simply at a standstill. Now, Summer has arrived, with very little Spring weather between, and people have jumped right into Summer fabrics, and with predictions of a hot season right through, as well as the question of present comfort to settle, are buying freely of these, so much so, indeed, that the present promises to be as good a Summer fabric season as the country has had for some time. In the flannelette lines the dearth of business brought early returns very much below those of last year, but with better conditions prevailing now, the repeat orders bid fair to bring them quite up to the mark again.



New design in black and white outing serges — Shown by The Dominion Textile Co., Montreal.

Cotton Quilts Selling Well.

The trade in cotton quilts of Canadian manufacture is reported in a healthy condition, and as having suffered not at all from competition with the fashion for printed counterpanes. The latter are largely taking the place, for the present, of the high-grade white quilts, which also belong to the import trade, selling from two and three dollars upwards. Canadian quilts are made in the unmercerized yarns to sell at prices up to a dollar each, which are very much in demand by that portion of the public who do not invest in the more expensive imported lines.

Higher Prices.

Certain Canadian staples manufacturers have already notified the trade of their withdrawal of price lists, and of their intention not to issue new ones for some time to come. In the meantime, prices have been raised on many staple lines.

Flannelette Suiting Serges.

Among the satisfactory selling staples of the Spring trade has been a line of flannelette suiting serges in white and black. Although one of the recent evolutions of manufacture in their present excellence, these suitings are rapidly making a special place for themselves in the general trade. They are used in the same way as the light-weight woolen suitings of the same style, for dresses, suits and outing skirts, and have many features which recommend them to the general public.

They never lose color, the manufacturers claim, the creamy white ground remaining the same rich creamy white, while the black stripes, which are of a clear, strong tone, keep it as well as in the woolen materials. They wash beautifully, retaining the firm, even weave which is one of their attractive features. And lastly, they are lighter than wool goods—much lighter and cooler than those of similar texture—a feature which specially commends them for hot weather wear in this country, where scorching hot days are not always followed by cool, or cold, nights, as in more tropical regions.

These materials are reported to have taken well with the trade right from the beginning of the season, and that they are meeting with continued favor by the public is evidenced by re-orders already being placed for immediate delivery.

McLaren & Co., St. Catharines, ran a trade excursion to Welland, Fonthill and Port Colborne recently. Special cars were commissioned for the occasion.

THE VELVET VOGUE

So marked a feature of present day fashion has in the main called for the employment of the best class of Cotton Velvets, which have been given, even by many of the most exclusive costumiers, the preference over silk velvets.

It is to the perfection to which the dyeing and finishing of Cotton Velvets have been brought that this demand for High Class Costume purposes is due.

Specially helpful was the discovery, after years of experimenting, of

WORRALL'S FAST DYES

THE IMPORTANT POINT IS THAT THE BUYERS OF COTTON VELVETS FOR ALL COSTUME PURPOSES SHOULD SEE THAT THEY ARE GETTING THE ADVANTAGE OF THIS DISCOVERY. THE ONLY SAFE RULE IS TO ASK FOR A GUARANTEE THAT THE VELVETS ARE IN WORRALL'S FAST DYES, WHICH ARE OBTAINABLE IN ALL SHADES.

GRAND PRIX AWARDED TO **Worrall's** THE PREMIER VELVETEEN DYERS OF THE WORLD AT THE FRANCO-BRITISH EXHIBITION

Checking System for Dressmaking Dept.

Itemized Sheets Which Necessitate Tally Between Dressmaker, Salesman and Office — Give Customer all Possible Information and Inspire Confidence — Little Opening for Error.

NO dressmaking or alteration department can be properly conducted and developed unless there be a reliable system whereby purchases from different sections of the store may be properly checked, all waste eliminated and the customer properly billed.

Must be Safeguard Against Error.

To allow the dressmaker or her assistant to secure goods, such as trimmings, lining, buttons, thread, from the different departments of the store in such a way that there will be no safeguard against error is certainly not good business. There will be cases in which somebody has forgotten, the office not properly advised, no correct tally between the dressmaker's sheet and those of the salespeople from whom she has selected the goods, no authoritative record in case of a disputed bill and probably no correct, reliable account kept as to the use made of all goods taken to the dressmaking department.

There is such a thing as a short-handled system —one that is good as far as it goes, but does not go far enough, leaves a gap whereby somebody has nothing better than memory to fall back on in case of error.

All systems, to be effective, must treat the dressmaker exactly as a customer. In many stores the material and trimmings sent to her department are charged by the check to her under the name of the customer. A duplicate check is sent to the office as in an ordinary sale. No person from the dressmaking department is allowed to take anything or have a salesman supply any requirement unless the check is initialed by the manager. These checks, from the dressmaking department, must be returned to the cashier when the garment is completed. In case a check is lost, it is possible to ascertain the particulars by reference to the duplicate and the dressmaker's statement as to actual amounts of materials used.

The only error that can creep in on such a system is when, in case of a rush, a person comes from the dressmaking department, selects something hurriedly, without asking for check. This, however, should not be allowed to occur. The system must be simple enough to be easily adhered to under every circumstance and the proper people made to assume the responsibility.

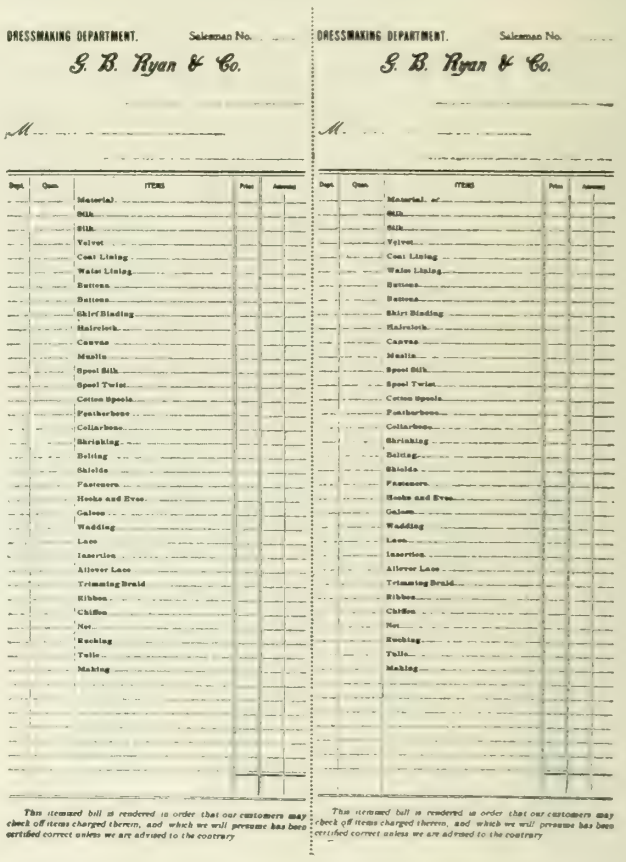
Customer Knows Every Detail.

The plan adopted by G. B. Ryan & Co., Guelph, seems to be particularly satisfactory, since it has reduced all possibility of error to a minimum. By this system a customer is given the cost of every detail entering into the construction of a garment. It has been found that bulk bills are most unsatisfactory things when it comes to a dispute, and that carefully itemized slips go far to inspire confidence on the part of the customer.

Itemized Sheets.

The head dressmaker of G. B. Ryan & Co. is supplied with lists printed on fairly heavy paper. This list comprises everything that could possibly be charged to a garment and opposite is a column for amounts. Similar lists, only in double form with perforated division and bound, are placed in the different departments of the store.

One of these sheets is reproduced here. It measures about 10 by 13 inches. Between each sheet is another single sheet on heavier paper for carbon copy. This remains in the department. The dressmaker fills out her requirements for a garment and sends or takes it to the departments to be filled. The


DRESSMAKING DEPARTMENT. Salesman No. .....

G. B. Ryan & Co.

M. .....

Dept.	Quan.	ITEMS	Price	Amount
		Material		
		Silk		
		Silk		
		Velvet		
		Coat Lining		
		Waist Lining		
		Buttons		
		Buttons		
		Shirt Binding		
		Haircloth		
		Canvas		
		Muslin		
		Spool Silk		
		Spool Twist		
		Cotton Spools		
		Featherbone		
		Collarbone		
		Shrinking		
		Belting		
		Shields		
		Fasteners		
		Hooks and Eyes		
		Galoon		
		Wadding		
		Lace		
		Insertion		
		Allover Lace		
		Trimming Braid		
		Ribbon		
		Chiffon		
		Net		
		Ruching		
		Tulle		
		Making		

This itemized bill is rendered in order that our customers may check off items charged therein, and which we will presume has been certified correct unless we are advised to the contrary

DRESSMAKING DEPARTMENT. Salesman No. .....

G. B. Ryan & Co.

M. .....

Dept.	Quan.	ITEMS	Price	Amount
		Material		
		Silk		
		Silk		
		Velvet		
		Coat Lining		
		Waist Lining		
		Buttons		
		Buttons		
		Shirt Binding		
		Haircloth		
		Canvas		
		Muslin		
		Spool Silk		
		Spool Twist		
		Cotton Spools		
		Featherbone		
		Collarbone		
		Shrinking		
		Belting		
		Shields		
		Fasteners		
		Hooks and Eyes		
		Galoon		
		Wadding		
		Lace		
		Insertion		
		Allover Lace		
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		Ribbon		
		Chiffon		
		Net		
		Ruching		
		Tulle		
		Making		

This itemized bill is rendered in order that our customers may check off items charged therein, and which we will presume has been certified correct unless we are advised to the contrary

Reproduction of page from G. B. Ryan & Co.'s item book used in checking system for dressmaking department. One half of this sheet is filled out by the salesman to tally with dressmakers' specifications, underneath is a single sheet for carbon copy. An itemized slip is thus retained in office, the dressmaker has another, the salesperson a third, and the customer a fourth. All must tally.

salesman in the store who takes charge of the dressmaker's sheet, fills in his own blank as each item is selected from stock. The double sheet is then torn off, sent to the office, and the remaining blank sheet there filled out to be sent to the customer when the garment has been completed.

All Must Tally

The dressmaker, the salesperson, the office and the customer, therefore, all have sheets which should tally. In case an amount is questioned by the customer, a record is immediately available for comparison. Should it be claimed that the amount of trimming or other material is not represented in the finished garment, it is an easy matter to investigate.

The office has a reliable check on the salesman, and through him on the dressmaker. It is easily handled, covers every point of responsibility thoroughly and leaves no gap by which invidious misunderstanding between departments may creep in.

Helps to Move Wash Goods

Some Stores Offering to Make Garments of Summer Materials to Measure.

CANADIAN merchants are familiar with the idea of using the making-up from measure of goods selected in the department into separate skirts.

Many of them use the idea as a clearing inducement or to force trade in the slacker periods. They find that customers take kindly to it; for one reason every woman likes to say that the garment she is wearing is custom-made. Also, in every community there are many women who cannot wear ready-made garments at all, or at least not without considerable alteration. These women are always good customers when there is an attraction of this kind offered.

Chicago and Buffalo stores have gone a step further this summer, and are offering to make to measure at a fixed price dresses of summer wash materials.

Selection can be made from half a dozen styles, and there is the choice of 100 patterns, colors and fabrics offered. The fit is guaranteed, as the measurements are taken by experienced ladies' tailors. This is by no means an unimportant point, for it should be remembered that taking measurements is an art that is not at any person's command, and if measurements are not properly taken, no dress can possibly be cut to fit.

The price of the dress includes all findings, the only extra charge being made when the bust size is over 42 inches. In this case an extra dollar has to be paid.

Under present conditions, buyers and merchants who are seeking to pull up averages in the dress fabric department might be disposed to try this or some similar scheme. Doubtless at this time of the year there are manufacturers who would be interested as, if a certain amount of business could be guaranteed, it would help to tide over the between-season period, and also enable them to keep their staff of hands together

Dominion Textile Co.'s Good Year.

The sixth annual meeting of the Dominion Textile Company was held in Montreal, May 29, and the reports submitted showed that the last year has been very successful. Sales continued amounted to $9,470,270, being an increase of $726,563 over the previous year.

Negotiations have been entered into with the Town of Magog for the erection there of a dam and electric power plant, the extra power being required owing to the large demand for print goods, the sales of which have increased from $1,400,000 for the year 1906, to $3,000,000 for the past year.

The financial statement showed that there was placed to the credit of the profit and loss account, March 31, the sum of $649,875. Reference was made to the death of Senator Forget, and the board of directors, which now consists of ten members, instead of eleven, were re-elected, with C. B. Gordon, president; H. S. Holt, vice-president; Hon. Robert Mackay, J. P. Black, D. Morrice, John Baillie, C. R. Hosmer, G. A. Grier, C. F. Smith and Captain D. C. Newton.

"B.B." TORCHON

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REG'D B MARK

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THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction of

Hand Made Lace

possessing the same exceptional qualities for appearance and durability

Manufactured of Irish Linen, Silk, Wool, etc., by

BIRKIN & CO. .:. NOTTINGHAM, ENG.

Manufacturers of B. B. Torchons, Finest Quality Valenciennes and Novelty Laces

Represented in Canada by A. B. FISHER, 4 Manchester Bldg., 33 Melinda St., Toronto



Crowned as the Monarch of Mohairs

The Coronation is creating a demand for all things English. That means an even greater call for B.D.A. English Mohairs.

The vogue of Mohairs is neither a "sudden style" nor a "fugitive fashion." They have enjoyed years of successful selling in the Canadian market. Their **practical utility** places them in the staple class; while their ever fresh beauty of design and coloring keeps them in the forefront of fashion.

To-day—**right now**—while thousands upon thousands of Canadian women are buying suit and skirt lengths of **B.D.A.** English Mohair for summer wear—the most eminent "style creators" of Paris are producing Fall models of these self-same fabrics.

You cannot over-rate the importance of keeping your Mohair stock up-to-date with the new stunning colorings and patterns.

SEE YOUR JOBBER.

Bradford Dyers' Association of Bradford England

Materials Much Heavier

Cheviots, Tweeds and Scotch Mixtures are Well Thought of by the Canadian Trade — Blue Has Taken a Firm Hold in Popular Taste.

THE retail trade is buying very carefully and conservatively, and reflecting the orders placed so far by the garment makers are buying heavier goods. Materials both for suits and separate coats are much heavier than those bought a year ago, and naturally this fact is bringing woolen materials into first place and the call is for rough-finished goods.

So far, the Canadian trade has taken cheviots, both plain and fancy, tweeds in diagonal and chevron effects, and mannish effects, and Scotch mixtures.

Reversible materials are also shown for suits, and serge with a fancy back is well thought of.

Novelties comprise boucles, chinchillas, zibelines, niggerheads, and bordered effects in this class of goods are likely to appeal to the better trade.

Blue has taken a firm hold on popular taste, and with the approach of the coronation, royal, king's blue, powder blue and other bright shades are becoming high style.

Other novelty blues are wedgewood, and a new slaty shade named Pacifique. Though coral and light pink are pretty well played out, ruby and rich glowing rose shades are good. Coronation red is a much-used trimming color, and a new deep shade between fuchsia and magenta is used in combination with black. Tabac browns and yellow tans and gold shades are gaining ground, and the same may be said of taupe. Green is chiefly used as a trimming color, and is strong in milling at present. Sapphire is also somewhat used. Purple is talked about, but at the present time neither purple nor mauve shades are much worn.

Good Outlook For Silks

Messalines, Satin de Chines, and Soft Finished Taffetas are in Good position — Borders Will be Used to Some Extent — Vogue of Velvet Assured

The present Fall outlook is all in favor of a continuance of the present strong vogue of satin-finished silken fabrics.

Messalines, satin de chines and soft-finished taffetas are the class of fabrics that are being used extensively by the cutting up trade, and big orders for this class of goods have been placed for Fall.

Satin will also be wanted as the foundation of gowns of transparent materials. Therefore, marquisettes and voiles will be just as prominent sellers as they were a year ago. That fashionable women still regard gowns of this class as high style, was proved by the number of veiled gowns worn at the Toronto Woodbine last week. Borders are an ultra novelty that will be used to some extent. Stencilled designs in black or solid dark color on a colored ground is a new feature, and brocaded borders in the same color as the ground are new.

Bright colors are in request for foundation purposes, and foreign houses are showing bright-finished changeable taffetas for this purpose.

The vogue of velvet is well assured. Chiffon velvets as soft and as supple as satin, promises well for smart evening and ceremonial gowns. At the Woodbine, some of the most striking dresses were of this fabric. Brocaded velvets were also worn, showing that Queen Mary's partiality for this fabric may cause it to be taken up.

New Bleaching System.

The Dominion Textile Company, of Montreal, have lately installed a new system of bleaching, under an entirely new management. There is a marked difference in the shade of the material bleached by the new process, as compared with the results of the old. It comes out a clear, true white, with apparently no alteration in the texture or "feel" of the goods, and the management are anticipating most satisfactory results from the instalation.

A special detective in one of the large departmental stores states that only one-fifth of the shoplifters are caught. The others escape for lack of evidence to convict. The amateur thieves caught are practically all women while one in every ten of the professionals apprehended are men.

KING'S
Established 1775

Scotch Hollands for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers.

for its non-shrinking qualities durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect.

Hollands, of John King & Son are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND.

Canadian Representatives:

CAMPBELL SMIBERT & CO.,

210 St. James Street - - Montreal

Furnishings and Decorations for the Home

Japanese Portieres Popular

Retailers Now Showing Lines Specially Adapted for Hot Weather and Summer Homes.

DEPARTMENT stores are now featuring the light-weight Japanese portieres of grass, bamboo and beads. Hung at intervals throughout the space devoted to art muslins, curtains, etc., these make a specially attractive showing.

As time goes on, it becomes more and more the custom to exchange the heavy draperies of winter for the lighter Summer article, especially in homes where no Summer flitting takes place. Retailers who feature suitable light-weight fabrics should have excellent sales during the month of June.

Summer cottages are now being opened up, and the present is the time to put out all house-furnishings of interest to the vacationist.

The season has seen excellent demand for portieres as above, and for all of the less heavy Summer draperies.

Self-colored Curtains and Throws.

For general use on porch, in living room or to furbish up rooms which have begun to look shabby, there is always a good demand at this season for the couch throw of medium price. Self-colored styles are generally preferred and green has been an excellent seller. Stripes of red, green and orange in the familiar style have sold well.

Portieres of medium weight in style much as above, mostly self-colored, have been a notable feature of the season's merchandising. This popular line is constantly being repeated, especially in the rural districts, owing to the fact that it possesses both durability and good appearance.

Nets Strong but Novelty Laces Newer.

Arab nets and the smaller patterned styles have been excellent selling numbers all season, and their continuance, especially for casement lengths, is to be expected. A somewhat newer note is struck by the small-patterned laces, very soft and strongly resembling dress all-overs, which come in deep cream, ivory and white. These are used most effectively as an inside curtain with velours in rich color for the outside, or with any other rich hanging fabric. Nothing can exceed their grace and beauty for drawing or reception rooms. They are not in the least like the stiff, ungraceful lace curtains in vogue some years ago.

These new laces and the new nets may be obtained at a wide range of prices, from very cheap up to exclusive numbers. All have the characteristic softness, and they are said to wear well.

Muslins, Chintzes and Linens.

Heavy Winter furniture is now almost always covered for the Summer months. This calls for use of cretonnes, linens and chintzes. The removable covers are by no means like the unattractive shrouds which used to be seen. Very handsome English printed cloths in dainty floral patterns are favorites, and the effect is particularly gay and inviting. In appealing to the public, the retailer cannot too greatly emphasize the fact that the re-covering amply repays, both in saving wear and tear and in brightening up the rooms. Many prominent publications for women are taking this fad up strongly, and the trade should be greatly helped by their propaganda.

English block-printed linens have had a strong demand among the high-class decorators. Rich, bright colors are freely used, and prices range from thirty cents a yard up to almost any price, depending on the quality and rarity of the pattern. These linens have a high-class appearance and are quite different from any other fabric offered. Their distinctive charm causes them to harmonize with rich surroundings in which the cheaper wash lines would not be in place. Very handsome rooms have been specially designed to employ these linens to advantage, the paper and rug being chosen to match. The retailer will find that they may readily be matched with the new cut-out, floral wall papers and the imported art squares of wool in light shades at very reasonable prices.

Muslins for cushion slips and curtains have been preferred in fairly large patterns and bright floral designs. Chintzes have also sold excellently well both for minor upholstery purposes and for curtains and covers. Chambrays to go with the popular chambray-finished wall papers were a novelty shown by some houses.

Review of Wall-papers

Cut-out Patterns Have Been Leaders — Tendency to Ornament Which May be Adjusted to Dimensions of Room a Distinct Advance.

The wall papers which have sold this season have been chiefly those in fabric finish with the new, cut-out effects. This style has passed from the realm of high-class novelty into an every-day, popular number. Prices are medium to high, and all classes of taste are provided for.

The special point of advantage possessed by the cut-out friezes and decorations is that they may be adjusted to the size and shape of any room. This is a distinct advance in the direction of artistic interior decoration at a low rate of cost. Panel effects are easily concocted from the dainty floral borders and scrolls provided by the roll. These may be arranged in any desired position and with any given frequency.

Groundworks are frequently perfectly plain. As a result, care has to be taken as to the finish. Fabric effects include Chambray, linen and chintz. These surfaces are reproduced with wonderful fidelity. A high-class article is the Jaspe paper with invisible stripe effect. All these points provide the retailer with so much that is new to show his customers that papers ought to be sold very readily.

BARRY'S LINOLEUM

Made in Scotland.

Our Standard— Perfection.



WALTON PATENT NEW INLAIDS

This illustrates our new design, No. 336, produced by the new unit WALTON PATENT System and in four handsome colorings, Nos. 336, 1/336, 2 336, 3/336. This design lends itself to the new unit, producing admirably small mosaic tiling effects of the most artistic character and will prove attractive to every discriminating buyer who is interested in offering to his patrons the most up-to-date styles in Linoleums.

MADE IN C GRADE

FALL LINES NOW ON SHOW.

WRITE FOR PRICES AND PATTERNS.

AGENTS

SCOTT & WEST CO.,

ALEXANDER H. YULE, Manager

510 Coristine Bldg., MONTREAL

A customer who uses one of the new bedroom, floral effects with its rich, deep frieze, and dainty trail or garland panels, will not long be satisfied with the other rooms, showing the old, scattered designs and inferior surface finishes.

Imitations of leather have been widely shown this year, and wood imitations to give a wainscotting effect, were also featured as novelties. Dados of these durable and handsome fabrics are used where burlap was popular formerly.

Scenic effects, first widely shown a year ago, survive in some extraordinarily large and striking designs intended for rooms of good size. A dining-room paper of this sort showed a hazy, woodland scene at the top, one complete scene covering a length of several yards.

Among the best papers, a tendency to omit the rail and to blend the frieze in some way with the lower part has been a noticeable feature.

Black wall paper with drop frieze and panel of roses in natural tones was the most striking touch of novelty offered this season.

The Shirt Waist Box.

Every successive Summer sees the up-to-date retailer going in more and more heavily for the bedroom boxes which have now come to be regarded as necessary accessories in an up-to-date suite. Not only are they used as a temporary storing place for clean linen, shoes, etc., but cedar-lined ones are guaranteed moth-proof and may be used to store furs during the Summer. In addition, these chests are frequently handsomely finished with a high polish and ornamental handles. Others are upholstered in woven cane or matting. They may be used as a seat or stored under couch or bed. Larger styles have complete outfit of trunk trays, drawers, etc. Prices range from two dollars up, according to size and finish. A beautiful chest was priced at $10.

Carpets in Clear, Bright Tones

Influence of the Black Carpet Favored by Queen Mary Seen in Some Quarters — Some Handsome German Importations.

Queen Mary's black carpet has been given considerable publicity of late. Some firms have taken up the idea as a good one and are showing black wall paper with decoration of cut-out flowers in bright, contrasting shades.

It is self-evident that this fad is unlikely to become a universal one, though many persons can remember when black hangings were by no means uncommon as now. Black velvet, in particular, has advantages, for it throws delicate-colored gowns into admirable relief. Should the public take up the idea, a revolution in interior decorating will follow.

Clear, bright tones are specially popular at present in floor coverings. Pumpkin browns and yellows, the new shades of blue and the ever popular green are leaders. Mauve has been featured to considerable extent by the decorating trade, but posesses no great interest for the purposes of a general store. Blues have been much in use for bedrooms. Red has been dull, but prospects are brightening and it is expected to be heard more of next Fall. Brighter shades of green have been seen.

Axminster Squares and Mats

PRODUCTS OF THE FAMOUS SAXONY LOOMS of the famous old firm HERM, PATZ, OELSNITZ are now carried IN STOCK IN CANADA.

There are vast numbers of beautiful patterns, including both Eastern and Western art. You can easily select just what will appeal to your trade, at prices that will leave you a splendid profit.

SEND FOR INFORMATION AND PRICES.

OTTO T. E. VEIT

64 Wellington Street West, - - Toronto

SHOWROOMS, 726 EMPIRE BUILDING

BRINTON·CARPET·Co LIMITED.



MANUFACTURERS of HIGH CLASS
BRUSSELS·WILTON & AXMINSTER·CARPETS·&RUGS.

Three good examples of Brinton rugs:—

KUHISTAN -- An elegant line in Oriental designs and colorings, made in a weave of our own.

HASLEMERE -- Bordered Wilton with plain centres; or in Jacobin designs.

ALBERTA -- A fine Brussels carpet in numerous effective styles and colorings.

STYLES that are original

COLORINGS that are distinctive.

WEAVE, improved and patented.

We have the goods you require. Write us for samples and quotations.

FACTORY & OFFICES
PETERBOROUGH. ONTARIO.

IF you are in business for every dollar and every customer you can get—If the cream of business is as acceptable to you as it is to that neighbor of yours—

If you are open to something that means more trade and more money, and the equal of which in its particular line never was known in this land of ours since time began—

Hold your order until you have had a chance to see the

1912

STAUNTON WALL PAPER

Take our word for it---believe US when we say that you cannot afford to buy without first seeing this wonderful line.

Our goods will be upon the road throughout the Western Provinces, June 19th, and throughout Ontario and the Eastern Provinces, July 3rd.

STAUNTONS Limited

Wall Paper Manufacturers

941 Yonge St. - Toronto

Please mention The Review to Advertisers and Their Travelers.

Some handsome German rugs seem to merit more than passing comment. These are offered by one of the greatest German manufactories, through their Canadian agent. Styles include two qualities in each pattern and full range of sizes. Art nouveau, Adams and floral designs were used. Scroll borders with self-colored, or very small-patterned centres were well taken. Rich pumpkin browns and yellows constituted one of the most attractive color schemes. All shades, including blues, greens, reds and mulberry, were offered.

In connection with the coming visit of Royalty to India, much talk is heard of the probable introduction of Hindoo designs. Some rugs are to be seen in these patterns, and they undoubtedly rival the Oriental in richness and beauty of form. Colors are, if anything, deeper, and the tendency is to use fewer and to mix them less intricately in the same piece.

⊙

Rugs for the Porch or Cottage.

Excellent sellers have been the new style rugs sold especially for use in the porch or Summer cottage. Wool squares, matting, rugs and imitation Orientals in bright shades, to stand the sun and resist fading, were favorites.

A specially designed hair mat in suitable shades has been found a splendid wearing article. Cheap and attractive styles are found among the imported Japanese and Chinese articles.

Retailers should not forget to feature these lines during the period most seasonable, that is, when Spring house-furnishing has to some extent died out, but the public not yet migrated to their Summer homes. One firm of excellent standing habitually follows up the regular house-furnishing sales with hammock, wicker and tent window displays.

Bath rugs are proving every year more widely in demand. Care should be taken to select styles easily cleansed and of shades which do not readily fade. Light colors are preferred; blue being a favorite.

⊙

A Home-furnishing Window.

In the rug and drapery display by Jas. McNichol, for Richard Hall & Son, Peterboro', three rugs, two greens and an old rose, were shown. One was plain green and consequently did not reproduce to advantage, however, a good idea of arrangement is gained from the section illustrated.

Net and figured Madras was used for the draperies. Over the mirrors at each end, window drapes of net with border were shirred on brass rods. A plain burlap and mission screen was placed to one side of the centre rug and a rich curtain draped over it. A piece of drapery material was also shown on a chair to the right.

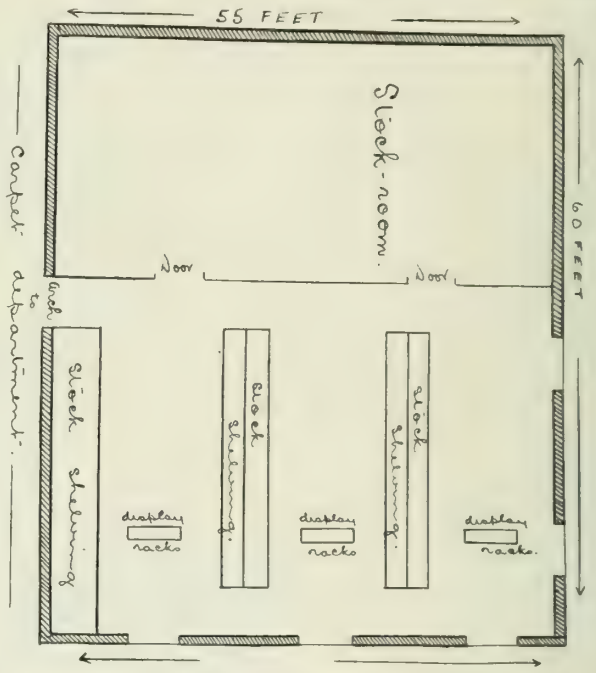
At the left was a curtain of shadow tapestry and at the extreme left, a curtain of green silk velour lined with silk and having a fancy border, was hung with the edge thrown back to show the lining.

Cuts showing interiors of handsomely furnished rooms, were mounted on dark cardboard and added materially to the display, these being placed at intervals suggesting the uses of particular draperies. Everything in this grouping was suitable for parlor and drawing room furnishings.

⊙

Well Arranged Wall Paper Section.

D. E. Macdonald & Bros., Guelph, have a wall paper department, in which is secured a particularly good arrangement by reason of its location in a corner of their building, where good light is available. Directly opposite a series of windows are display racks, upon which paper schemes may be effectively suggested. The stock is kept in shelving on either side. In the rear is a large stock room. The wall



Arrangement of wall paper department, D. E. Macdonald & Bros., Guelph.

paper section adjoins the carpets and housefurnishings.

The firm not only do a large retail business, but also sell supplies of wall paper in a wholesale way to the small dealers in the country surrounding, who appreciate the fact that a large and well-assorted stock is easily available to choose from.

A plant to cost $150,000 will be erected at St. John, Que., by the Clewett, Peabody Co., shirt and collar manufacturers.

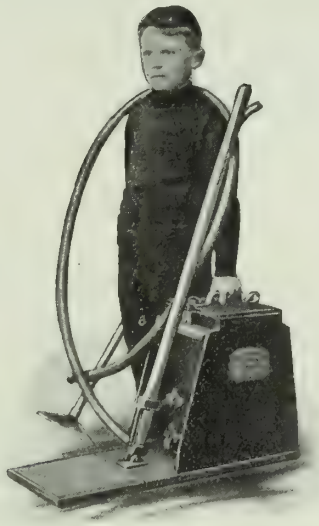
Pryce-Jones, Canada, Limited, are increasing the size of their store at Calgary by an addition 180 x 80 feet. The completed store will have 200 feet frontage.

The new factory of the Monarch Knitting Co., St. Thomas, has been completed. In an interview, an official of the company stated that an order had been placed in England for a worsted spinning plant to be delivered Sept. 1st and installed in the St. Thomas factory.

The Hudson's Bay Company have purchased an additional 100 feet frontage upon which to erect an extension to their Vancouver store. With a view to development in Winnipeg, the company have spent upwards of a million dollars in valuable property in that city and will now have a site covering seven acres.

A Strictly Businesslike Vacuum Cleaner

At a Price for the Average Man.



The "King Edward" Vacuum Cleaner

has a record of unbroken success as a rapid seller.

While somewhat of a novelty, and therefore giving your store an up-to-date touch, the "KING EDWARD" has the undoubted merit of doing its work thoroughly with small effort, of being easily carried about and of wearing long without repairs.

Everyone wants his home sanitary, and the appeal of the vacuum cleaner is almost resistless when directed to this instinct for cleanliness.

We manufacture the Best and Cheapest ELECTRIC Vacuum Cleaner on the Market. Ask for Price.

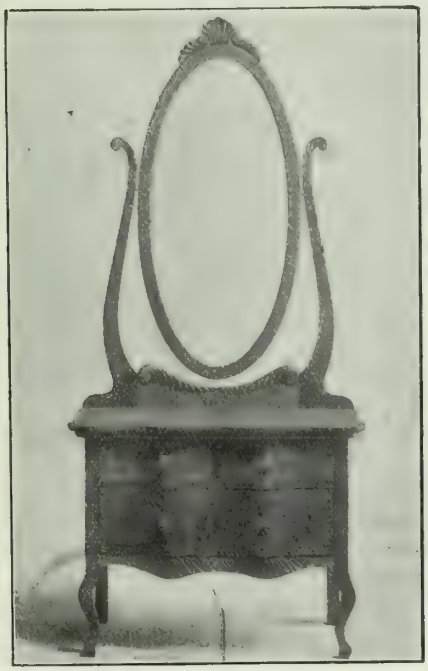
Try it at once. You will not be disappointed.

The many excellent selling points of "King Edward" Cleaners are fully given in our booklet. Send for a copy.

The George H. King Co., Limited

WOODSTOCK ONTARIO

THE BIG 4 CARLOAD POINT



When you order from Victoriaville you not only get the best possible service in furniture value, but on account of having a bedstead factory, mattress factory and a chair factory, as well as our own, you save freight charges. Order in carload lots and make additional profits for your store.

Our Victoriaville **SURFACE OAK FINISH** is the best furniture to buy at a moderate price. Operating our own saw mills, we can guarantee the best lumber at rock bottom figures.

The Victoriaville Furniture Co., THE BIG 4 Carload Point **Victoriaville, P.Q.**



Heavy Cloths, Large Collars

These are the Outstanding Features of the Fall Coats, Fichu Collars and Hood Effects With Long Shawl Revers.

THE full-length enveloping coat covering the whole of the gown is the model shown and selling for the coming Fall and Winter. The straight-line cut, or at the most, only the slightest shaping to the figure is the rule. There is also a growing favor for the short-waisted Empire models, and many of the coat novelties shown are variations of this style.

The tendency is for heavier cloths than have been in use for years, and the promise is for an extended vogue for the new reversible tweed, cheviot and Scotch mixtures. Wide wale diagonals are not done yet, and some very smart cloths show a black and white or grey and white diagonal face with a plain back in high color. King's blue, Saxe blue, Empire green and purple are all used for other face, and just at present the solid color seems to be better liked than the checked or striped back.

The large collar, the cuffs and patch pockets are made of the colored reverse side. Collars are very large and are quite the most important trimming feature.

Fichu collars and hood effects are continued in front, with long shawl revers that fasten at the side well below the waist-line. Another good style is the military collar with one long rever. This is a very suitable style for the Canadian Winter, as it fastens close up to the throat. Some collars narrow to almost nothing at the back, and spread out into wide Directoire revers in front, and are finished at the back with a hood-like addition.

Pockets Similar to Fancy Bags.

Large turn-back cuffs are used, and the patch pockets are often cut like the new fancy bags now so fashionable. Another feature is the many coats that have bound button holes, due, no doubt, to the thickness of the cloths now fashionable.

Plain beavers are never out of date, but so far their selling strength has not been great. Coats of this class are trimmed with wide braids and collars and facing of satin or velvet often relieved with a line piping of red or bright blue.

A very big business has been done already in seal plushes, and in some sections in caracul also. These coats, as a rule, are self-trimmed, the handsome effect of the big collars and cuffs being quite sufficient in themselves.

Many Models Plainly Tailored

Suits and Separate Skirts for Fall — Most Buyers Taking the 28-inch Coat — High Waisted Models are Showing.

Travelers out with suits for Fall selling are finding that most buyers have settled upon 28-in. as the proper length for the Fall suit coat. As a rule, buyers are taking a few suits with shorter length coats, and also here and there a man is come across that is buying a few models with the coat a little longer, but taking it all round the 28-in. coat is the one selling.

Many models are plainly tailored, the coat being cut with just a little under-arm shaping, and the notched collar having revers of the cloth, with the turn-over at the back inlaid with velvet or satin. The larger fancy collars are finished off with wide velvet satin or moire facings or are trimmed with wide braids.

Novelty lines are not in shape yet, but a few high-waisted coat models are already showing. As a rule, it is only the back and the under-arm gores that are cut in that fashion.

To give the peasant effect the long shoulder is used and the sleeve bells slightly and widens towards the hand. Large turn-back cuffs finish this sleeve. This class of model will undoubtedly become more prominent as the season advances.

The skirt for the suit and the separate skirts are much upon the same lines. The skirts, though straight-cut, are wider, 2½ feet being the usual width, though some are not quite so wide. These narrower skirts all have "kick" pleats let in at the panels or side gores. These pleats are pressed as flat as possible, and only show when the wearer is walking.

Panel sashes and panel effects are used on the newer models. Simulated tunics are also shown. The plain skirt with the panel back and front is still the popular seller.

Buyers got stuck with the garment last year and were doubtful of its vogue, therefore the woman who wanted a coat suit was unable to obtain it. There are many women who always desire a suit for street and shopping wear, and plenty of re-orders are now coming in to the firms who have the materials to keep them busy for the next few weeks.

NEW STAR BRAND CREATIONS



No. 9144—Kimona Lingerie Waist with Dutch Neck

that only need to be shown to sell. Liven up your Ladies' Ready-to-wear Department with these new seasonable lines that are right up to the minute.

KIMONA WAISTS

—— FOR ——

Immediate Delivery

Dainty Summer waists in kimona styles, square, Dutch or circular necks and elbow sleeves.

The two styles shown here can be delivered on short notice.

An exceptional feature of our assortment in the kimona styles is a waist in one-piece style, entirely without seams, with the exception of below the arm. This waist carries out in charming manner that very popular style feature which has found expression in the kimona type

These are lines that you must have for your mid-summer trade. THEY EMBODY RAPID-SELLING FEATURES.



No. 9142—One-piece Kimona Waist, decidedly new feature

ORDER NOW.

STAR WHITEWEAR MFG. CO.

BERLIN CANADA



Courtesy of Home & Watts, Limited, Toronto

TWO DAINTY CHILDREN'S DRESSES FOR FALL

The garment on the left is of navy serge, trimmed with red silk braid and covered buttons. Large rever on one side, with Gibson pleat over shoulder; pleated skirt. Ages 8, 10, 12 and 14 years.

On the right is a dress of bordered serge in red or navy; kimona sleeve, border extending from neck to cuff; shaped cuff with collar to match with black silk piping and black silk buttons. Ages 8 to 14 years.



THIS new Fall coat is made in full length, different grades diagonal reversible tweed, a fabric that will meet with exceptional favor because of its warmth without clumsy weight. The garment, as you see, is finished with the sailor collar and hood effect. Inset back and front with light blue revers of the fabric, and, you will notice, it is trimmed with stylish bone buttons. The same idea is worked out in the pockets and cuffs. We have introduced the new stylish cut at the back, finished with two open slashes.

Our absolutely new system, which guarantees a perfect fit, is the surest and most satisfactory, and the only way to do away with alterations. It will make your profits bigger, save you time and labor, will be a pleasure to you and your salesladies when selling our perfect-fitting garments.

We are also specializing on our Special Junior Suit. Junior Suits are made to fit girls of 13, 15, 17 and 19. They are proportionately cut and special measurements. Ask our travellers about these Junior Suits.

The Independent Cloak Company

553 Queen Street West - - TORONTO

Novelties in Misses' and Children's Wear

Salient Features of Women's Fashions are Being Adopted With Good Effect — Descriptions of Some of the Newer Creations in Lawn, Cotton, Voile and Marquisette — Double Faced Fabrics Being Used.

BEAUTIFUL little models are being shown for the younger children. Designers are making use of the salient features in women's fashions and are adapting them most attractively for children's wear. Panels, panel sashes, kimona yokes, fichus, and fancy collar effects are all used in many charming and childish ways.

A dainty little dress for a four-year-old is made of sheer lawn. The new feature is a panel of fine embroidery worked in pale blue. This panel runs from the square neck to the hem of the gown both back and front, the closing being accomplished down the centre of back panel with small carved Pearl buttons. These panels are edged with tiny ruffles of fine Val. lace, and a breadth of tucked lawn joins the under arm pieces which are made of the same embroidery as the panels and also forms the shoulder piece. A ruffle of the same lace outlines this tucked piece and hides where the sleeve is joined in.

A circular cut flounce, edged with a lace ruffle, joins to the front and back panels and forms a short full skirt, that is joined on under a folded sash of pale blue satin ribbon. The neck finish is most original. It consists of a tiny band of lawn through which is run a pale blue ribbon that ties and five tiny ribbon roses form a fringe across the front of the square neck.

Another pretty gown is for a child of the same age and is made of good quality cotton voile. The dress practically consists of a yoke and skirt. The skirt is laid in tiny tucks to the depth of three inches at the top all around save in the front where a space of three inches is left which forms a box-pleat in front. The kimona yoke and sleeves are of embroidered voile outlined with a narrow lace edging. There is a band of embroidery edged with a narrow lace ruffle around the edge of the skirt.

For a slightly older girl a handsome dress shown was made of fine Swiss flouncing. There was absolutely no waist, all the shaping being done by tucks in front and by gathering the flouncing onto a tiny yoke at the back. Under the arms, where the seams would ordinarily come, was a two-inch box-pleat of fine mull ornamented with a row of medium-sized crochet buttons. The straight short sleeves have a narrow upturned cuff and there is a large sailor collar of allover embroidery, that finishes just over the shoulder with square tabs in front. The round neck is finished with a beading through which a ribbon is run.

The fourth dress is of cotton voile and is for a girl of eleven or twelve. The plain scant skirt has a deep hem above which is a band of filet lace and a group of tiny tucks and the skirt hangs from a yoke waist which is completely hidden by a fichu. This fichu is of filet lace lined with pink cotton voile and the ends continue over the shoulder and crossing in front and under the panel back. The panel is of white voile lined with pink and both it and the fichu are edged with a narrow ruffle of lace.

Two little French dresses were included in the collection. One was of cotton voile and the other of marquisette. The full skirt of the marquisette dress had a deep flounce of imitation Venise lace and the simple waist was of the material pleated and edged with a narrower flounce of the same lace. The sleeves were in the new long shoulder effect with a straight sleeve set in. The voile had a tucked waist also with the new long shoulder with a gored skirt set on at the waist-line; the skirt being covered with an over dress of filet lace.

Both these dresses gave an almost exaggerated straight line effect as the waist was not even indicated.

New Double-faced Materials.

Free use and with the happiest results, has been made of the new double faced materials and the results are very attractive. Smart little models are also put out in seal plush, caracul and cord velvet.

Decidely most attractive are the Scotch mixtures and fancy chevoits with the plaid or plain backs in a high color. The large fancy pockets, turn-back cuffs and smart patch pockets are of the facings. Straight line effects are aimed at but not too rigidly, for ample room is given by pleats and tucks left loose just below the waist line.

Fancy buttons either in gilt or harmonizing with the coat are a big trimming feature. Bone buttons in matching shades and covered buttons with a bone or metal rim are all used.

Other fabrics than double-faced are trimmed with wide and narrow braids, touches of Oriental embroidery, collars and cuffs and facings of velvet, satin, moire, and of fur fabric are also used extensively.

A few plain cloth coats are included in sample lines but buyers evidently prefer the rougher cloths.

Leaders for Whitewear Sales.

Now that June whitewear sales are under way, and the special merchandise for making the occasion a success is bought, attention is being turned to the buying of garments for another season. Now is the time for the buyer or merchant to size up his department and plan for the obtaining of more and better business.

Do I buy the best whitewear obtainable, and the garments that will sell best in my section of the country? Do I consult with my subordinates as I should do, and would it not be advisable to allow some of the women who sell the goods to have a hand in making the selections? Do I pay enough attention to the buying of leaders and special merchandise? These are all questions that the head of the department, or the merchant who acts as his own buyer can ask himself with advantage.

Every merchant uses leaders to draw trade, and if they are rightly chosen and really the excellent value they ought to be they will form a potent attraction to draw customers, not just to the department, but to the store.

Costuming the Bather

There is a huge seasonable demand for the splendid bathing suits shown in the cuts. They are samples of our extraordinary line of bathing toggery, as pretty on the beach as it is comfortable in fit, and sturdy in wear. These bathing suits are made of brilliantine lustre in black, navy, cardinal, brown, cream, etc., in many effective combinations; black and navy with red silk braid; blue and white; cardinal and white, etc.





We offer a good assortment of styles to select from, including divided skirt styles with wide pleats, strong elastic at knee, a very neat, sensible, practical garment for the athletic girl or woman.

Kiddies' Suits, 3 to 6 years of age
Girls' Suits, 8 to 14 years of age
Women's Suits, 32 to 44 bust

Home & Watts, Ltd., 19 Duncan Street, **Toronto**



Top groups reading from left—Dress of black velvet and satin. Empire gown, satin foundation, veiled with bordered ninon.

Right top group—Revolutionary dress of narrow striped taffeta fichu of frilled net. Suit of white serge with collar and cuffs of black satin.

Lower groups read from left to right—Gown of powder blue satin with tunic of navy blue printed ninon. The panel sash is of the ninon and satin and is continued as a detached train. Hat full of uncurled ostrich plumes.

Left lower group—Gown of royal blue satin trimmed with fringes and narrow pleated trimming of the same; gown of new shade of fuchsia red with tunic of bordered voile.

A UNIQUE FALL FABRIC

"WINTEX"

We have arranged with a prominent manufacturer to supply us with a new Fall and Winter coating material which will be known as

"WINTEX"

and have contracted for **10,000 yards of this cloth to get exclusive control of its sale.** We will sell this material made up into garments costing from

$10.00 to $18.00

While making special effort in the matter of cloth **we are not resting on our oars when it comes to design.** "The Winter Reputation" will be fully maintained by our new Fall and Winter styles, exclusive as the material. The two together give the retailer a coat he will delight to show.

When you place your order with us for your lot of "WINTEX" you will be following the example of many prominent buyers who have thoroughly examined its merits and who recognize the importance of stocking early.

J. H. WINTERS & COMPANY

KING AND SPADINA TORONTO

Party and Informal Dresses

Smart Lines for Summer Resort Wear Which are Taking Exceptionally Well — Voiles and Marquisettes Popular — Girdle of Importance

Manufacturers who are making party gowns of cotton voile or marquisette, net, chiffon, silk voile or marquisette and lace over satin de chine or messaline, are showing models suitable for informal dancing frocks for wear at the many Canadian Summer resorts, or for bridge and party frocks for early Autumn wear.

This is a new line with many merchants, but it is one in which the man who has a large enough business has done exceedingly well. There is a very big sale for these dresses, for they are smart and yet simple in design, and can be had with more style, and much cheaper than the ordinary dressmaker can accomplish.

The frocks may be all white, but are usually elaborated in colors. White cotton marquisette or voile is heavily embroidered, both by hand and machine.

Filet, Cluny and heavy linen laces, Venise, and imitation crochet lace are freely used in the trimming scheme. Wide flouncings, wide bands of embroidery and wide laces are very much used. Tunic effects are everywhere often edged with ball fringes. The waist-line is slightly raised, the waist is kimona cut with short three-quarter sleeves and square or round low neck.

The panel sash or side panels of lace or embroidery is a feature of some of the new gowns, and some of the latest panels begin at the neck and form a short detached train.

Waists For Coming Season

Long-yoked Effects are Being Introduced — Touches of Color in Lingerie Models — Kimona Sleeve Still Holds.

Waists have been an unusually good selling line this Spring, due in some measure to the wide range of fabrics and styles they were developed in. The favored models in high-priced lines have been those of marquisette and voile. These have shown the fashionable touch of color in the shape of hand and machine embroideries, or trimmings of the same fabric in a high contrasting color.

Tailored models in Summer silks, in pongee, and wash silks have done well and their vogue promises to continue during the Summer months.

Lingeries, particularly in the cheaper models, have had a good sale, the warm weather during the last month being greatly in their favor.

Early lines for Fall are appearing now, though no pretence is made about new ideas appearing later. As a rule, the new models show the kimona sleeve or the yoke effect with the under part set in. This fashion has had a big run, but it makes a pretty youthful-looking model, and in the absence of anything as striking, would seem to be in for the enjoyment of another season of popularity.

Long-yoked effects that give much the same outline are being introduced, finished with a plain, tight sleeve, and certainly the long sleeve is most suitable for Fall and Winter wear.

Semi-tailored waists are being shown in satin, messaline and soft-finished taffetas in semi-tailored cut. Veiled models are also making their appearance. Some of the new waists show the crushed girdle finish, and some models brought from the other side show a narrow scant frill of the material below.

Simple little lingerie models for Fall show touches of colored embroidery in the shape of dots, triangles and small set figures worked in washable cotton thread. A new substitute for linen that promises to find favor is being used for tailored blouses. Striped Madras, silk and linen and wool and cotton outing flannels are other new tailored blouse fabrics.

Waists in Montreal Market

All Soft Silks and Satins Will be Featured for Coming Season — Rich Autumn Tints — Blues Promised Special Vogue.

Montreal, June 1.

TONES which rival the richest of Autumn's tints are being fashioned into the separate waists which will form an important feature of my lady's Fall and Winter wardrobe, helio, wistaria, rich navy, golden and tobacco browns and pumpkin, of a mellow golden tint, being among the favored tones, with, of course, the usual demand for black. Blues, in both the pale and Copenhagen tints, are promised a special vogue, and touches of red, spurned for hot weather trimmings, will be featured on many of the models.

All the soft silks and satins will find favor in the manufacture of these waists, especially in the

Show Your Own Faith in Your Output

MARK ALL YOUR GOODS

WOVEN LABELS

are artistic and give a finish to garments, millinery, etc. The label insures notice to your lines and is a constant, persistent advertisement. Our facilities are perfect and we absolutely guarantee satisfaction.

WRITE US FOR OUR PRICES AND SAMPLES

Canada Label & Webbing Co.

LIMITED

MORROW AVE., : : TORONTO, ONT.



EGYPTINE UNDERSKIRTS ARE VERY STYLISH

There is hardly a word which appeals so strongly to the ladies as "stylish."

Then why not have your Underskirt Department strictly in style with **EGYPTINES**, every skirt guaranteed with this label on the band.

EGYPTINE

EGYPTINES are made to look stylish, cut very full, with stylish flounces, and the skirts hold their shape well.

EGYPTINES come in about fifteen colors, including the fashionable shades of the season, and a fine fast black.

EGYPTINES look like taffeta silk, rustle like silk, wear much longer, and retail for about one-third the price.

It pays to be careful — there are many imitations on the market — every skirt is marked with this label.

EGYPTINE

Order from any Wholesaler.

The Canadian Converters' Co. Limited
Montreal

messaline varieties. So, also will marquisettes, chiffons and nets. Among the trimmings used on the silk materials will be pipings of contrasting shades, ornaments, lace, and hand and machine embroidery, separately and together. Beading and hand-painting will be largely featured as decoration for



Check taffeta silk waist, black messaline trimmed, piped with "paddy green," crochet buttons — Shown by Ladies' Wear Limited, Toronto.

the chiffon waists, while the marquisettes will be ornamented with embroidery in more or less elaborate effects. Lace, embroidered nets, and silk pipings and edges will be in order for trimmings on net waists.

The kimona effect sleeves, with some distinctively new touches, are expected to be good right through the Autumn season, and all the waists shown so far show a continuance of the short sleeve. Some have low necks. Others are finished with yoke and collar of plain chiffon, which gives the low neck effect.

Among the early Fall blouses offered by a Montreal manufacturer is one with a wide boxpleat, finishing in the back in short pointed yoke effect, and in the front in surplice fashion, the boxpleat of the satin overlaid with a wide Cluny banding. An undersleeve of net has a banding of the Cluny coming just below the edge of the kimona-effect sleeve of messaline. A soft silk blouse with sailor collar finishing in square ends in front, is laid in fine tucking, the tucks stitched in a contrasting shade. This model has a front yoke portion of lace, finished with a piping the same shade as the stitching and closing in vest effect in the front.

Boxpleats are a feature of the trimming on another blouse, with fancifully arranged decoration of lace. In another waist with round shawl collar finishing straight across the front, the yoke and undersleeves are of finely-tucked chiffon, and the decoration consists of fine tucking, vest front, and Point de Venise banding. The feature of another waist is the kimona effect in the upper portion, with a square yoke, coming down very low in front, of tucked messaline, edged with wide lace banding. A waist of pumpkin-toned messaline has a hand-embroidered chiffon yoke, and two curving bands of lace crossing the front and running into a single row high on the back.

The Chiffon Waist.

The chiffon waists are shown chiefly in the kimona effects, beaded or hand-painted, and sometimes with linings of contrasting tones. A waist of navy chiffon, embroidered in white porcelain beads, is lined in deep green silk. A lovely pale blue, beaded in black and piped with navy, is made over pale blue messaline. One of the exquisitely hand-painted models has a yoke plainly tinted and bordered by a fanciful arrangement of clusters of deeper tinted roses, garlanded together with knotted blue ribbon, the whole design worked out in hand-painting. A printed chiffon in bordered design of wasteria on white, with sailor collar and bow knot of solid color, is made over pale pink.

Net Waists.

Many of the net waists have the lace banding applied in bolero effect, and present a smart and dressy appearance. Others introduce the fussier fichu suggestions in their decoration, one waist of ecru net having a deep pleating of the net applied in fichu effect, closing very low in the front, the pleating edged with a band of color. The short



Beaded chiffon waist, silk lined, piped to match chiffon. Yoke and sleeves fine panel d'esprit. A $5 retailer. Shown by Ladies' Wear Limited, Toronto.

sleeve, finished with a band of the lace, which also formed the yoke, is headed by a pleating.

Lacey Effects for Hot Days.

Some of the Midsummer weather blouses and lingerie waists shown by a Montreal manufacturer are marvellously dainty and lacey in effect, almost every model introducing the color note typical of the season. One of these, in the finest mull, elaborately pin-tucked, and in kimona effect, is finished with long shawl collar and V of all-over embroidery, the collar edged with slightly-fulled Valenciennes, and the V and sleeves piped with a color. The blouse fastens in the front, the closing below the edge of the shawl collar being effected by two medium-sized buttons to match the piping.

A ROGERS GARMENT TRADE MARK REGISTERED

Canada Cloak Co.

LIMITED

63-71 West Wellington St.

TORONTO .:. CANADA

MANUFACTURERS OF

WOMEN'S, MISSES' AND CHILDREN'S COATS

FUR-COLLARED COATS

WOMEN'S AND MISSES' SUITS

WOMEN'S SKIRTS

A ROGERS GARMENT TRADE MARK REGISTERED



Fall coat in grey diagonal reversible tweed. Collar in hood effect, inset front and back, with reverse side of fabric blue. The same idea is carried out in pockets and cuffs. New back with deep side slashes. Trimmed with bone buttons. Made in different "warmth without weight" fabrics, reversible in plain colors or plaids.

—Courtesy of The Independent Cloak Co., Toronto.

Peerless REGISTERED

Noticeably Different from any other kind

Peerless REGISTERED

UNDERWEAR

attracts by its finish and the salable way in which it comes on your counter.

When your customer examines it closely the splendid grade of the material and knitting make the first sale certain.

When worn PEERLESS garments give such comfort and satisfaction that sales, and sales to friends of former customers, swell business rapidly. Peerless Underwear brings customers to your store.

Your whole store will benefit—see our salesmen—now showing Fall and Winter underwear for 1911-12.

WE ARE REPRESENTED BY

ONTARIO—C. & A. G. CLARKE, Empire Bldg., Wellington Street West, Toronto.

BRITISH COLUMBIA—GEORGE A. CAMPBELL & CO., Mercantile Block, Vancouver, B.C.

QUEBEC—ERNEST HAMEL, 115 St. Joseph Street, Quebec, Que.

MARITIME PROVINCES—G. A. WOODILL, 20 and 21 Roy Building, Halifax, N.S.

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PEERLESS UNDERWEAR CO.
HAMILTON, CANADA

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REMOVAL

BRODY & FUNT

WASH SUITS



DUST COATS

TRADE MARK REGISTERED

SEPARATE SKIRTS

NEW ADDRESS **13-21 EAST 22nd STREET**

Between Broadway and Fourth Avenue, NEW YORK

Fashions Gorgeous Court at Coronation

Dress Inside the Abbey and Out — Descriptions of Notable Gowns That are to be Worn — British Made Brocade Will be Much Worn — Superb Lace — Millinery of the Small, Close-fitting Shapes — Daring Color Schemes in the Frocks — Blouses of Ninon, with Voile Overslips.

By Desda Cornish, for The Dry Goods Review.

FASHION FEATURES THAT WILL HAVE LASTING INFLUENCE.

HOBBLE SKIRT under ban. Approved court gown measures 3½ yards round the hem of the skirt.

* * *

A gown is almost certain to be of brocade or brache—made in England.

Trimmings of brettelles of large and small diamonds, pendants and increstations of pearls and turquoise matrix, gold and silver cords and tassels.

* * *

Striking gowns of maize colored brocade, pale, leather-colored broche; shell pink charmeuse and of cherry crepe-de-chine.

* * *

In millinery, cerise is leading color, followed by Wedgewood blue, bright green, vivid blacks and whites.

* * *

Small hats trimmed with Wedgewood plaques and cameos.

Coats smart and cut square, the smarter ones being plain and cut square.

* * *

Some brocade gowns are patterned and colored from old renaissance patterns.

* * *

It is a year of pearls and diamonds. These are extensively used as ornaments and trimmings.

IN view of the fact that the Coronation will be the most important ceremony of the year—and probably for some years to come—Dame Style has her followers in thrall; never have the famous modistes of London and Paris been so hard pressed.

The setting in Westminster Abbey will be the same as of yore. Since the crowning of Richard I., the first coronation of which we have a full account, the formalities then adopted have been little altered.

The Coronation Robe



Courtesy of Geo. C. Hennesdinger Co., New York

This illustration depicts an interesting reproduction of the robe to be worn by Queen Mary during the coronation ceremonies.

The gown proper is a princess robe of crimson velvet, close fitting, high necked, with a train of medium length. The entire front, from neck to feet, is a series of white lace flounces, each about 10 inches deep. The crimson velvet opens over this filmy front like a coat, the fronts describing scallops, edged with ermine. The sleeves are made with three velvet puffs, separated one from another by narrow bands of ermine. Below the final band of ermine is a velvet point, beneath which a frill of white lace falls over the arm and hand. Around the throat is a frill of plisse mousseline, which stands out all around like a small edition of an Elizabethan ruff.

The court train is fastened to the shoulders under a deep cape of ermine, and falls in very graceful folds, widening as it lengthens. It is fifteen feet long. It is edged with ermine and embroidered at intervals with royal crowns in gold. The train is lined with white satin.



The New Idea

THE EPPO PETTICOAT

Here is a skirt which adjusts itself to any waist measure from 20 to 28 inches.

There are no strings, no buttons, no alterations, the skirt *always* fits smoothly and gracefully---just close the snaps and the skirt adjusts *itself* to the figure, the fullness is evenly distributed by the Eppo patent band.

Notice the side opening, the *endless* stay--- won't tear and cannot rip.

We make the Eppo in *Egyptine Taffetas* and *Blackeye Silk Moires*, in sateens and in silks.

Your wholesaler can supply you---make a point of being the *first* in your section to show the *latest* patent, the Eppo.

We have sole rights for Canada to make this new underskirt.

The Canadian Converters' Co. Limited.
Montreal



Fall model in imported reversible plaid tweed coat in popular length. Broad back and new hood effect. Collar, cuffs and pockets trimmed with reverse of cloth and buttons.

Courtesy of Consolidated Cloak Company, Limited, Toronto.

The Art of Making Children's Dresses

Reaches Perfection in

Princess Garments

Our specializing on Children's Dresses only has produced an exquisite line of dainty garments, thoroughly up-to-date in cut and material and finished most carefully.

PRINCESS GARMENTS ARE POPULAR.

Your Children's Department will give immediate and growing returns with our line as its stock.
Mothers buy them, because they can't better them.
As good and more stylish than the home-made article.

WRITE FOR PRICES AND STYLES.

Princess Garment Co.

76 Richmond Street East **Toronto, Canada**

GET THE CREDIT

of the fit and other good qualities of your products. Most people like to buy goods backed by their maker with his name.

By Using WOVEN SILK LABELS

you will get this credit—a continual advertisement of the excellence of your output.

We make handsome, well-designed labels in all sizes and any lettering.

OUR PRICES WILL PLEASE YOU. WRITE FOR THEM.

THE COLONIAL WEAVING CO., LIMITED

PETERBORO **ONTARIO**

The Coronation chair made for Edward I. in the 13th century, still lends its gabled and crocheted back, its panels of gilded tracery work, its carven lions, to the form of the latest to-be-crowned monarch . . . the robes of the Peers and Peeresses are but changed to the tune of richer fabrics, but Fashion stalks in to fill the spaces of the stately edifice with gowns and jewels, the like of which was never seen before.

Queen Only Without Hair Ornament.

The greatest Lady in the Land, having donned her Royal robes of crimson velvet and ermine in the Robing Room at Westminster Hall, will proceed with the King, in like attire, in state to the Abbey, her head unadorned by crown, tiara, or aigrette, the one woman, perhaps, in all the vast assemblage, with no ornament in her hair—the peeresses being allowed diamond hair-ornaments, so long as they do not interfere with their coronets.

Her six Maids of Honor, clad in high-necked white satin gowns with short sleeves, carry her train of velvet and ermine, as the stately cortege advances slowly up the aisle to the altar.

Some of the Queen's jewels will include the Koh-i-Noor and Culinan diamonds, the armillae or coronation bracelets, and the sceptre and orbs.

Approved Skirt Width.

The edict of Queen Mary having gone forth to the effect that the hobble-skirt is under a ban at Court—the approved court gown measuring 3½ yards round the hem of the skirt—a decided contrast in styles inside and outside Westminster Abbey is already *"un fait accompli,"*—our more favored sisters inside the Abbey being furthermore in full



You will always hear the last word about LADIES' NECKWEAR from us.

F. C. Daniel & Co.

MANUFACTURERS AND IMPORTERS
3 Wellington West, TORONTO

court dress, minus their court trains; such dresses as are taxing the artistic skill of such palaces of style as Reville and Rossiter's, Paquin, Lucile, Hayward —and the rest.

All British made Materials.

A material which will be used in great quantities will be British-made brocade. If a gown is not to be of brocade, it is almost certain to be composed of broche—also of British manufacture. *"Made in England"* is the password of the Court dressmakers for the season. The gowns are, for the most part, trimmed with bretelles of large and small diamonds, crystal bugles, pendants and incrustations of pearls and turquoise matrix; and, not to be omitted, gold and silver cords and tassels of a number defying description—verily, Court gowns are an obsession at the moment.



Back view of the Queen's robe showing ermine cape and majestic sweep of the court train.
Courtesy of Geo. C. Heimerdenger Co., New York.

Weighted with Crystals and Pearls.

One lovely gown of maize-colored brocade is veiled in a tunic of pale maize chiffon, slit up the front, edged with a narrow border of gold bugles, the corners being embroidered and thus weighted with gold blister pearls and crystals. Most of the bodices are of the kimona order, and this one is no exception to the general rule, the decolletage and sleeves being edged with jewelled embroidery to match the tunic-skirt, the latter cut out in a curve on the upper arm. The ceinture is of gathered chiffon caught down at the back and front with a large jewel *"en suite."*

Year of Pearls and Diamonds.

One gown is of pale leather-covered broche with a blue gauze tunic traced with bead and pearl embroideries; another is composed of parchment-colored satin with a gold net over-dress embroidered heavily with pearls—it is a year of pearls and diamonds.

One rarely beautiful brocade upon a soft groundwork of a pearl-grey shade is patterned with May blossoms, another has a boldly-executed device of carnations, subtle references made to the name by which Her Majesty was known in her girlhood and to her favorite flower.

Some of the brocade dresses are patterned and superbly colored from drawings made by English artists of old Renaissance patterns—quite the most magnificent being those that are woven upon gold or silver backgrounds with shot colorings of blue and red and old rose.

Bespangled Tunic.

A charming gown of shell-pink charmeuse has a tunic of white crepe chiffon embroidered all over with diamond lattice-work. The gown is dimmed and rendered soft by an over-dress grey tulle illusion, slit up on either side, and weighted at the corners with mock sapphires. Some other dresses are fashioned of white satin, some of them slit up to the knee at one side to show a petticoat of a delicate shade of blue or pink chiffon ornamented with rows of valenciennes lace sewn with silver bugles. All the gowns are finished with the inevitable jewelled or bespangled tunic.

Apple Blossoms of Jewels.

Some superb lace will be worn, and though diamonds and pearls will predominate, rubies, sapphires and emeralds will be used where the dresses will enhance them—one jeweller has designed a wreath of apple blossoms that are a mass of liquid fire; the heart of every flower being formed of a diamond of great size. Another diamond bow supports two feathers encrusted with diamonds.

Small Close-fitting Hats.

From the dazzling Court creations to the gay plumage along the line of route is a long jump, both in form and color. The "mere man" is likely to be

appreciative of the new millinery models in his neighborhood during the progress of the procession, for they are, almost without exception, of the small close-fitting shapes, and are distinctly novel in the way of headgear.

Cerise is a predominating color; Wedgewood blue; bright green; vivid blacks and white—there is not so much in the matter of trimming to be noted; form and color hold the day.

Wedgewood Plaques as Trimmings.

One striking novelty is the trimming of these little hats with Wedgewood plaques and cameos—a triumph of art devised by the Maison Lewis—beautifully modelled heads or gracefully grouped figures stand out in bold white on tender backgrounds of blue or green; these same devices being sometimes carried out in silk and bead embroideries on satin ribbon. The "flower-pot" shapes are fashioned in many instances of Tagal straw and are banded about with broad soft ribbon to which are added a front or side decoration of plaque or cameo.



CORONATION FASHIONS

Tunic coat of apricot brocaded satin, shaped like a herald's tabard and edged with gold braid and raised embroidery. Worn over a dress of white crepe de chine, hemmed with a deep band of Point Milan.

Dress of Royal blue satin, with overdress of pale grey ninon, trimmed with bands of silver embroidery. The lace scarf and narrow flouncing that finishes the tunic are of Irish point.

One hay-colored straw cap is encircled with a flat band of cerise velvet, while at one side is clustered a bunch of cottage-garden flowers—another close-

G & F

SKIRTS

will be on the road for Fall orders on or about June 10th, with

Styles

and

Values

Better Than Ever

Wait for our salesman before placing your order. He will be in your town within a short time, and a careful consideration of our line will convince you that it is the most up-to-date on the market.

Gardiner, Foley & Co.

LIMITED

24 Ryerson Ave., Toronto



Party dress, or gown for informal summer dance. Made in tunic effect of fine Plauen embroidery over Jap silk foundation. The yoke effect in the kimona waist and the straight flounce that hems the skirts are of coral pink satin de chine, and the low neck is finished with a round yoke of fine Valenciennes lace.

Courtesy of Emeness Mfg. Co., Toronto.

fitting shape of dead-white straw has a brim lining of flame velvet, the helmet crown being surmounted with plumage of the flame color.

Straws of Pliable Character.

The "flower-pot" sometimes merges into the "bonnet-hat," headgear that is neither hat nor bonnet, but whose salient point is its close-fitting aspect. The straws which are used must of necessity be of a pliable character—a shaving-brush plume, a flat bow, a bunch of cherries, and the aforesaid Wedgewood plaques being the only accessories.

Smart Suits of Silks or Satin.

The color schemes of the frocks will be sufficiently daring to be in full unison with the millinery. Crepe-de-chine, charmeuse, shantung, foulard, broiderie Anglaise will all be *en evidence* amongst those who have had but a short journey to reach their seats. There will be thousands of smart tailored suits in silk or satin, many of them having a narrow white stripe at broad intervals. The skirts follow the popular hobble lines, many of them being relieved by a detached panel at the back—detached in some cases from the waist, in others from the knee. The coats are short and cut square—the smarter ones being plain, or slightly braided. The blouses worn with the coats and skirts are of self-colored ninon with voile overslips—no blouse being complete without the overslip which is tastefully embroidered in coarse silk thread at neck and elbow.

Fanciful Designed Skirt Hems.

One charming gown is of cherry crepe-de-chine, with touches of black on the corsage, a tunic edged with black fringe sets off the narrow lines of the skirt, the bodice is in the usual magyar style, the elbow-sleeves being finished with a narrow border of vivid black.

Another pretty frock is of foulard of a particularly brilliant hue of blue, with an over-dress of lime-green silk voile. A deep band of ficelle lace forms the hem of the skirt, and the girdle is formed of dull black satin, with flat ends falling as far as the knees at one side.

Fancifully designed skirt hems are one of the most curious novelties, many of the dresses being finished with an open-work band six inches or more in depth, the band being sometimes substituted by a broad silk fringe.

The new crop reports indicate that there has been a decided increase in the acreage under cotton this year, from 5 to 8 per cent. being frequently named, and that conditions so far in the cotton belt are fairly satisfactory. Raw cotton prices show little change, and at the meeting of the International Federation of Cotton Spinners, it was agreed that an international short time would have to be adopted as the only means of checking effectually the high price of the raw material, and that the depression from which the cotton trade was suffering was due to the prevailing high prices. Though no organized effort has yet been made, it is not unlikely that a system of curtailment may be put in operation at the end of the season.

Window for Infants' Wear

Department That Demands Proper Representation — The Stork Theme in a New Treatment

By H. J. Rutherford, Koester School.

A department devoted exclusively to the sale of infant's wear is now a part of every well regulated Dry Goods or Department Store and in order to make this department pay it is given as much attention in display as any other with the idea that it must be a money-maker as well as the corset department or women's ready-to-wear and such. So when you have one installed, see to it that the department gets proper representation in the windows.

The head of the department should keep in close touch with the window trimmer, with that object in view; being friendly, means that you can offer a suggestion along the decorative line now and then, which will be taken in the right spirit, because of this friendship.

The stork, as a theme for a window background, has been used ever since window dressing took its place in Commercial Arts. In our sketch we have taken an old theme and given it a new treatment, and offering it here is to assist the window trimmer with a suggestion, or to enable the department head



Novel stork treatment for children's wear window.

to offer one. A number of storks in graduated sizes are set along the top border of the window background.

A simple method of construction is to have them cut out of white cardboard and mounted flat against a dark green surface, then they can be removed easily and the background proper used for other displays. To bring out the design on an elaborate scale, the figures can be moulded from papier mache or made up in plastic relief. The design is posed for a window 15 feet across; background 7½ feet high and the window 7 feet deep. This can be adapted to windows of smaller sizes by using fewer figures and lopping off the larger ones.

To have the background in keeping with the display of the merchandise, like the proper illustration for the advertisement, helps to sell the goods. That is a main object of window trimming.

Do Toledo Resolutions Apply to Canada?

Manufacturer Thinks Similar Plans Should be Adopted for Handling the Trade in This Country --- Conditions on Each Side of Line are Different --- Placing is Absolutely Necessary---Thinks Manufacturers Should get Together

REFERRING to the report of The National Cloak, Suit and Skirt Manufacturers' Association, in Toledo, which appeared on page 38 of the mid-month issue of The Review for May, a manufacturer writes as follows:—"We believe, that the resolutions adopted by that Association should be brought forcibly to the attention of the Canadian ready-to-wear manufacturers and some such plans adopted for handling the trade in Canada.

Carrying Made-up Stock.

Resolution No. 1.—Referring to the carrying of a made-up stock by the manufacturers—does not, we think, apply very widely to the Canadian garment maker, as very few manufacturers here will take a chance on making up a stock of garments, anticipating a possible demand later on in the season.

"The resolution states, that the American garment manufacturers will not cut stock for spring after March 1st, and for Fall after September 1st, but no Canadian manufacturer would make a stock at such a late date. The New York and Cleveland markets are somewhat different from the cloak centres of Toronto and Montreal, as buyers from all over the country go to the former places just at the commencement, or early in the season, and expect to pick up stock for immediate delivery. On this account the manufacturers can easily dispose of a large quantity of made-up goods.

"If the Canadian manufacturer in Toronto and Montreal should adopt a similar plan he would find himself stocked up with goods after the selling season is over. This would be especially noticeable in the Spring, when the season is usually cut off short by an early summer.

Thirty Days for Delivery.

Resolution No. 2.—"Referring to Resolution No. 2, which states, that no order will be accepted unless 30 days are granted for delivery, we hardly think this would apply to the Canadian trade, as deliveries are usually made inside of two weeks, but there is a decided difference in the seasons here, as compared with New York and Cleveland trade in this respect.

"In Canada, representatives are sent out on the road for Spring in the West about September and October. In the East about November and December, and for Fall about February and March in the West, and April and May in the East.

"In New York and Cleveland the seasons are confined largely to three or four months, when all work is rushed through, and the factories are very busy, but as most materials used by Canadian manufacturers are imported, it is absolutely necessary that a large volume of business be secured several months ahead in order that delivery may be made on the first of July for Fall, and on the first of February for Spring.

"Then again in the large centres on the other side of the line, cloth trimmings, buttons, etc., are available at almost any time, but here in Canada it is difficult for the manufacturers to secure what they require on short notice, so that it is imperative, that the ready-to-wear trade assist the manufacturer to some extent by placing a certain amount of their business early enough to permit of good deliveries.

"This would not, of course, apply to special orders, but more particularly to the placing order for the season.

Garments on Approval.

"Referring to resolution No. 3, it is customary for a number of merchants in Canada, more particularly in the smaller towns, to ask manufacturers to send garments on consignment, or what is usually termed "On Approval." The resolution states, that if the customer retains the garments longer than two days the goods will be considered as sold. We believe this is a move in the right direction, as it is unreasonable for a dealer to ask a manufacturer to send him garments on approval, and retain them longer than that period.

"In the first place, the manufacturer does not carry a stock, but occasionally has a few odd garments for samples, or cancellations, which he may be able to sell in a lot at one time, and if such garments are out on approval he naturally loses the sale, should the opportunity occur in the interval.

"Some small merchants expect a manufacturer to have every style in every cloth, and every size ready made up to be sent on approval when requested. Ready-to-wear garments are not like staple goods, and it would be out of the question for a manufacturer to consider for a moment the carrying of a stock, even of catalogue lines.

Cancellations.

"Referring to Resolution No. 4, which states, that no cancellation will be accepted after garments are cut. There should be some definite understanding on this point, as no matter what conditions arise when the manufacturer has cut the garment it must be accepted by the retailer, otherwise it would have to be sold at a great reduction, probably in what is termed a "job," and it is unreasonable to ask the manufacturer under these conditions to cancel a garment which has already been put in work.

A Strong Stand.

"Referring to resolution No. 5, which states, that no reductions will be made prior to May 1st for Spring, and prior to December 1st for Fall. We consider this a strong stand to take, and believe if the manufacturers would adhere to it, probably it would encourage placing orders earlier.

"There is a tendency with some of the smaller manufacturers to sell what they have made up at very close prices, and, as a rule, these are garments which have been returned, and accumulated from different sources, and not stock made up for the purpose of selling at a price.

Selling Samples.

"Referring to Resolution No. 6, which states that no line of samples shall be sold in part, but in its entirety at discounts as follows, 25 per cent. on suits and 20 per cent. on coats, and that delivery shall be made after the travelers are through with the samples. If a merchant feels that he can select a half a dozen, or even a dozen, lines from a traveler's set, and secure the sample discount, he is not going to buy regular stock, as these samples are in splendid condition as a rule, and instead of making 50 per cent. on the cost, he will make anywhere between 75 per cent. and 100 per cent. No samples should be sold at this discount unless the dealer will take the entire lot, and at a time when the traveler is through with them.

"If Canadian manufacturers were to organize in some such way, conditions would be materially improved in Canada."

The Review would be pleased to hear further from manufacturers or retailers on this subject, in order that some practical basis might be worked out.

Neat Lines in Waterproofs

Not Possible to Have Garments Conform to Figure as in Fabrics, but They are Nicely Shaped and Light Weight.

"Why don't you make something real classy, something with nice lines, something that would appeal to a woman right away?"

"This," said a manufacturer of waterproof garments, "is a question that is being continually asked by buyers who do not understand the difficulties of making a waterproof garment."

"People seem to think that because a piece of cloth can be pressed or moulded into almost any shape, that we ought to be able to do the same with waterproof garments.

"You can take a piece of cloth and by wetting it, and giving a stretch here and there, and pressing with a hot iron, produce a nicely shaped article of apparel, but you cannot do it with waterproof goods. Just the moment you put a hot iron on a piece of waterproof material, it leaves its mark Neither will wetting or stretching have any effect in this way.

"Our only method of making these garments is to cut them as neatly as possible, fit the pieces together and cement them, or stitch them and cover the seam with tape, in order to preserve the waterproof idea.

"While we try to make the garments as attractive-looking as we can, I do not see how it would be possible to meet this request for a garment that would conform more nearly to the figure of the wearer. What we are striving to do is to make as neat an appearing coat as we can and also to use as light weight materials as it is possible to get, and I think we are succeeding very well, as our sales are increasing by leaps and bounds."

Fall Millinery Color Card

Considerable Prominence to Greens --- Golden Browns Leading --- Soft Violet Shades --- Purples and Blues

Staff Correspondence

New York, June 1.—The Color card for Fall and Winter, 1911-12 is now in the hands of the American manufacturer, and as usual on its arrival it occasioned considerable comment, favorable and otherwise. In comparison with the card for Spring, issued by the same syndicate, the colors appear much darker and on the whole more refined, but as one series was for Summer and the other for Winter, it is but natural that considerable difference would occur, since Summer always brings out the brighest shades.

The new card gives considerable prominence to green, although it does not open the card, but heads the second column. There are four series of green in all, but curiously enough Empire green does not appear.

The first greens, a series of six shades are of the peacock shades, and are called Martin-Pecheur, the second, a group of three appearing at the bottom of the fourth column are decidedly olive and are called Olivette.

These are followed immediately by "Couroucon," a series of six shades headed by the brightest green on the card, a clear emerald.

The last greens on the card are the Regiment greens, a series of three gradually blended shades reminiscent of the old lizard greens of a former season.

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The Largest and Best Equipped
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Also
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED.
MONTREAL TORONTO OTTAWA QUEBEC

As green is very much in the limelight in Paris at present and is gaining ground here it is not to be ignored in the color scheme of the Fall, although golden browns have the honor of heading the card. These are called Faison and open with a topaz shade shading downward to a warm deep walnut color. These shades have a great deal to endear them although past experience has taught us that browns are a difficult color to popularize owing to the fact that they are not apt to become many complexions.

There is also an amber series shown at the head of the seventh column and these have, of course, a greenish cast, which has resulted in their being classed as green in their darker shades.

The third color shown is a bright one in its lightest shade, there are six in all and are christened cornaline. These are on the tangerine shades, a reddish orange, and will probably be good for trimming at least in their lighter shades, the darker, taking on more of the Terra Cotta tones, being more practical.

Three soft violet shades to be known as Catalpa follow these, and these in turn are immediately followed by a series of "blotting paper blues" to be known as Luciole. This is a very bright spot in the card, the tones being almost imperceptably shaded in the first part and only softened and a trifle darker in the second.

The Olivette greens follow, these being again followed by Couroucon greens previously alluded to. Three drab shades next appear under the name of Chevrette. The lightest of these shades, which is perhaps as much fawn as drab, is important since a tendency toward champagne and neutral tans has been noted recently.

Next comes our first glimpse of purple, to be known as Tribun. There is really little difference in the character of this range and the catalpa shades, excepting in their depth, the Tribun shades being much darker and stronger in their lighter shades.

Bengali is the caption the three French blues which follow, are under. These are not remarkable for their newness and are followed by the Amber shades referred to above, these shading into bronze.

Next there are three dull strawberry shades called Beylical and these are followed by a brilliant series of Magentas designated as Feuina, these deepen almost to garnet and are sure to find favor in some of their shades. The Regiment greens, dull greyish in character, appear next and precede a series of dull greys, six in all, called Minerai. These are very cold in character, particularly in the lighter shades.

Tonnelle is the name given the three shades of dull rose which are next. These differ from the Beylical shades only when compared side by side, when the Beylical shades are found to border on the lilac while the others are a clearer rose.

Next, we find a most attractive range of reds. Couronnement they are called. The brightest is as bright as a red carnation while the darkest is almost a raisin shade. The card ends with three blues of the "National" type, these being given the name Patriole.

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These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

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FIRE AND MARINE

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Gowns and Fashions at Woodbine Races

Velvet Dresses and Suits Worn — Majority of Smart Gowns in Soft Satin Veiled With Transparent Fabric — Borders in Stencilled Effect — Navy Serge Leading Suit Fabric — Skirts Wide Enough For Comfortable Walking — Powder Blue the New Color — Color Touches in Lingeries

The weather during the week of the Spring race meeting at the Woodbine, Toronto, was all that could be desired. Not one bad day, though rain threatened up to noon on the 24th. Therefore, the crowd was an unusually large one, and what is more to the point for those who journeyed down for sartorial information, unusually well gowned.

The meeting at the Woodbine comes when information along advance fashion lines is particularly valuable, as buying for a new season is in progress. Therefore, the advantage of seeing the styles that appeal to the smart Canadian woman who has the necessary wealth to follow the many style changes will amply repay any merchant or buyer for the expense and time taken to make the trip to the races.

Hats and Gowns Velvet Trimmed.

Although the weather was in every sense suited to Summer fabrics, the fact that velvet was so much worn was made doubly significant. Velvet was used in some fashion on nearly every hat, many of them being faced with black piece velvet. Dresses were trimmed with both piece and ribbon velvet, and this applies also to lingerie gowns, some of the smartest having hems and sashes of this fabric. Parasols also had velvet hems or big ornamental discs of the same.

Gowns of Chiffon and Brocaded Velvets.

One of the handsomest gowns seen was of turquoise chiffon velvet that was as supple and draped as beautifully as the softest satin. The draperies crossed both back and front, forming panniers low down, and leaving a V-shaped opening at the neck, both back and front, that was filled in with cream Venise lace. Like many new gowns, the skirt was decidedly longer and finished with a short train.

Another remarkable gown was of brocaded velvet, black shot, with coronation red, the ground of the velvet being red and the pile black. There is a distinct hint of brocades, one elderly woman wearing a rich trailing grown of black brocade, and also on the brocaded order was a fuchsia mousseline with a well-covered pattern of black velvet. A remarkably handsome wrap worn over a gown of deep blue satin, was of old gold brocaded satin, trimmed with raised embroideries in antique gold.

Several velvet dresses were worn, and, considering the weather, the velvet suit was well representd. The majority were black, but Persian blue, tabac brown, and hunter's green were also worn.

Good Outlook for Soft, Clinging Satins.

Judging from the gowns worn at the races, the outlook before plain, soft-clinging satins is an excellent one. Black satin suits and coats, either of duchesse or the wool-backed fabric, were very much worn. The satin dress with an over-dress of marquisette, voile, ninon, mousseline or some kindred fabric was worn by the big majority of the most smartly dressed women.

Though foulard was not as well worn as one would expect, a very large proportion of the gowns seen were of some silken fabric. Black and white striped taffeta was decidedly favored, and bordered crepe de chine, chiffons, ninons, voiles and like fabrics were very much worn. Bordered fabrics are evidently in high favor and were worn by many of the leading society women.

Lady Pellatt wore a gown of powder blue satin veiled with dark blue ninon, having a deep border of pink roses and foliage on a black ground. The gown had a short round train, and over it was a long



On the left – High waisted, transparent coat, embroidered in black and white and showing panel effect at the back; worn over an embroidered lingerie gown.

On the right – Lingerie gown of embroidered cotton voile, with hem and sleeve finish of navy chiffon.

black straight-pile velvet cloak. The hat was of black, full of black and blue feathers.

Wraps of Wool-backed Satin.

Wraps, as a rule, were of wool-backed satin, and were in many shades of blue, grey and other new colors. As a rule they were cape-like affairs draped in bernous fashion. The satin wrap coats were cut on straight lines, with deep roll collars and wide revers. As a rule they were cut kimona fashion, and

the sleeves were slightly on the bell order, finished with deep cuffs.

The majority of the smart suits were of navy blue serge, though many were of white serge or wool crash or etamine. Though boleros were not worn, only one or two being noted, the coats were, as a rule, very short. Several smart little sack coats reaching to just below the normal waist-line were worn by the younger contingent. The three-quarter bell sleeves and large roll collars ending with a point at the back. Some models were slit up at the back and sides and were trimmed round with wide military braid.

Coats in Short-Waisted Empire Type.

The more dressy type of suit is gaining favor, and many coats were of the short-waisted Empire type, many being cut with a curved top to the piece that is set out to the short waist. As a rule, collars and revers were large, and several models showed touches of coronation red or Empire green in the facings—that is, with navy or black.

Tunic Effect in Skirts.

Skirts are wide enough to admit of comfortable walking, but are all straight cut. The panel back and front is still favored, but newer models show the tunic effect. Others look as though they were cut after a circular model and button down the side, having the corners rounded at the foot.

Several models were seen that were open a few inches, also some of the hems were slit up, showing a glimpse of a bright-hued petticoat or panel of silk inserted.

Gowns Finished with Girdles.

Nearly every gown is finished with a crushed girdle or a sash, generally of piece velvet or satin. Fringe is a trimming that is coming on strong. It is used to edge sleeves, tunics and sash ends, or, newer still, there is a line of fringe across the front of the gown, filling the opening between the new draped back tunics. Panel sashes are also edged with fringe.

Medium Hat Sizes.

Hats are certainly of all shapes, but sizes tend to the medium. Large hats are not so immense, nor small hats so extreme. Some of the new hats are very bonnet-like in shape, and the smaller hat models have high beehive crowns. Though plumes and uncurled feather effects are the leading trimming, and the feather display at the Woodbine was magnificent, flowers are by no means discarded. Flowers, however, are used in plume effects, and are formed into aigrettes, trees and mounts. Roses are the chief flower, and it was due to them that warm deep pink and rich glowing reds were so prominent.

Black or Color in Lingeries.

The weather was particularly favorable to the wearing of lingerie gowns. Lingeries were all, as a rule, elaborated with a touch of black or color. Colored embroideries were very much in evidence, but in the open air, at any rate, have not the smartness of white. Fine cotton voile and marquisette gowns were very much worn, but the high novelty was the gowns of batiste or sheer handkerchief linen, trimmed with wide eyelet embroidery. A decidedly sensible idea is the hem of velvet, generally black, used on many lingeries. As a rule, there is a girdle or sash of the same. Though not as practical, the hem of chiffon on the lingerie model is very smart and dainty. Besides the ever-popular hand embroideries in white and color, lingeries are trimmed with Venise, Cluny, filet and Irish crochet lace.

Panels and Panniers.

Panel sashes and panel effects were a feature of many of the dresses worn, and many of them showed drapery at the sides in pannier fashion. A lovely gown made in this fashion was of black ninon with wide stripes of white satin over black satin. The tunic was divided both back and front, the division being continued in the bodice, and the material was drawn together a few inches from the feet by three slots, through which was drawn ribbons of bright cerise. From the neck to the edge of the tunic in front and falling onto the slight train at the back was a wide panel of filet lace.

New Fashion Features.

Another new gown that had new fashion features was of a pinkish mauve charmeuse. The perfectly plain skirt and elbow sleeves were edged with a full pinked-out ruche of the same fabric. The tunic was most original, and consisted simply of two oblong panels of ninon edged round with a vandiked trimming of gold and black. One end of the panels formed a bib, both back and front, that reached just above the bust, and was shirred in slightly under the sash of satin falling straight and plain as a divided tunic over the satin skirt.

Novelty in Waists.

The trend of fashion is all in the direction of late 18th century and early 19th century models. The kimona waist with the short sleeve cut in one still rules, though a long-shouldered model with a plain tight sleeve attached is beginning to show. The round collarless neck and the finish showing a little V is seen on the smartest of gowns, and where this is not liked the very sheerest and finest of embroidered net or lace is used, unlined and fitting as close as possible.

CORONATION GOWN ON COVER.

The coronation gown illustrated on the cover of The Review is of supple white satin, trimmed with rich cream Venise lace. The rosettes, from which emanate heavy gold tassels, are of deep cream and pure white. The fringe used on the "cape" and train are of heavy gold.

The gown is to be worn by a prominent New York society woman at one of the coronation functions.

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

RETURNED FROM EUROPE.

W. R. Smallpiece, director of W. R. Brock Co., Ltd., has just returned from Europe. His itinerary there included France, Germany, Switzerland, as well as England, Ireland and Scotland. He reports an exceptionally successful trip, his entire time being given to studying the interest of his customers and the clientele of W. R. Brock Co., Ltd.

Some magnificent values in handkerchiefs for Christmas selling were procured.

Extra attention was devoted to the buying of gloves, hosiery and ribbons and several clearing lots at special prices secured. A wide range of fancy ribbons were bought and in the several departments will be able to show values that will interest buyers looking for Fall and Christmas lines.

THE NEW PERFORATOR.

A device which has attracted great favor among decorators because of its numerous very evident good points is the "Success Perforator" for cutting out borders and ornaments from wall papers for artistic decoration.

This compact little device is operated by either direct or alternating electric current and can readily be connected with the ordinary electric lamp socket. It completely does away with the familiar troubles incident to storage battery machines, works fast, can be guided with accuracy and is exceedingly easy upon the operator. In spite of its numerous advantages over old style and cumbersome machines it has a further qualification which everybody appreciates, namely, the low price of $20. Messrs. Stauntons Limited, the widely know wall paper manufacturers of Toronto, are agents for the "Success." They will send a full descriptive circular anywhere upon request.

FEATURE SKIRT SUPPORTER AND WAIST HOLDER.

Two departments are interested in skirt supporter and waist holders during the summer season. In the notion section they always prove live sellers and in the blouse department the salesladies can sell almost any quantity by introduction.

Of course, some improvement must be the talking point to make it worth while and of interest to customers or on the other hand merit and reputation prove strong arguments.

The F. G. Hayward Co., Toronto, manufacture a simple adjuster which has become admitted by the best, and besides being light, durable and clean it has several advantages which in selling always appeal to customers. Any saleslady, who is not conversant with its use will find that this well known supporter is in one piece with no hooks to catch the hand or safety pins to come undone. These improvements have always been appreciated by customers.

In view of the coming blouse sales a prominent place should be given to showing the advantages of these supporters both by suggested use and introduction. Window trimmers can include them in blouse windows. It is only necessary to show their use and advantages in order to sell. It is also surprising how many can be sold in this way when given a little publicity and attention.

"The best" supporters are individually boxed and include 1 dozen in a package. They retail at 25c and in view of the demand during the annual shirt-waist sales, salespeople are advised to see that their stock is replenished and sufficient space devoted to displaying the merits of this simple and efficient device.

"HYMO" STANDS THE TEST.

The wonderful popularity of "Hymo" is shown by the fact that despite the number of new makes that have been placed upon the market, "Hymo" still maintains its lead, as the leading interlining — it having stood the test of years.

We remember writing in The Canadian Dry Goods Review in 1909, that we had tested it, and found it in every way satisfactory—that is nearly two years ago, and we can say the same of it now, as we said then.

Owing to a certain process used by the manufacturers, it is rendered unshrinkable, and owing to the way the cloth is manufactured, it will not curl. This, no doubt, has tended to make the cloth so popular, and the makers inform us they are so busy that they are requiring time for delivery, but that by next month, owing to the number of new looms they are putting down, they will be able to cope with all business sent them

It is very pleasing to say that "Hymo" still maintains such a big lead, as nowadays so many articles are brought out but disappear again almost as soon as they are introduced, not being able to stand the very severe tests they are often put to, but this cannot be said of "Hymo," which has been on the market for the last 3 or 4 years, and is selling better than ever.

CRYSTAL SEALING MACHINE

Stop Using String!

Crystal Sealing Machines will save you 40 per cent. on twine and 100 per cent. in labor and time. Puts your printed advertisement on every package you handle. Machines, $5.00 each. Tape, plain, 800 feet, 45c. roll. Tape, printed, 800 feet, 80c. roll. 4,800 ads. on each roll. Special prices on quantities.



Crystal Sealing Co.

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Saves Time, Labor and Money.

ADVERTISING INDEX

A.

Anderson, Wm. & Co 8
Arlington, Co., The 141
Australian Draper ....
Inside front cover

B.

Ballantyne, R. M., Limited 65
Bartell Patent Pocket Co.....133
Barry, W. H. & Co... 51
Baumann & Co., L... 149
Berlin Suspender Co 143
Bollert, E. R... 189
Botanical Decorating Co... 149
Bradford Dyers' Association... 84
Bradstreets 120
British America Assurance Co....122
British American Dyeing Co... ...119
Brock & Paterson ... .149
Brock, W. R. & Co., Ltd., Montreal 19
Burnley, Thos. & Sons, Ltd... ... 68
Burt, F. N. & Co., Ltd... 149
Brinton Carpet Co... 89-90
Brock, W. R. & Co., Ltd., Toronto 16
Buyers' Guide 149
Brody & Funt... 109
Birkin & Co. 83
Boyd, Caldwell Co... 79

C.

Caldwell, Boyd & Co... 79
Canadian Converters Co.
"Success Overalls" 4
"Success Pveralls"... 4
"Black Prince Shirts" 5
"Egyptyne Skirt" 103
"Eppo Skirt" 111
Chipman-Holton Knitting Co...33-34
Corticelli Silk Co... 10
"Craftana"... 66
Cravenette Co..... ... .143
Clatworthy & Son 31
Code, E. H. 57
Cash, J. & J. Co., Ltd... 131
Canada Cloak Co... ... .105
Canada Label & Webbing Co.....102
Crystal Sealing Co., The 117
Colonial Weaving Co... 113
Canadian Underwear Co... 145
Condensed Advs. 157

D.

Debenhams (Canada) Ltd... 9
Dominion Textile Co... 77
Deacon Shirt Co... ... .145
Daniels, F. C. Co... 113
Defiance Mfg. Co 147

E.

Ernest Ekstein 40
Ellis Underwear Co... 67
Eagle Knitting Co.
Hygiene Underwear... ... .71
Peerless Underwear 107

F.

Fairbairn, R. D. & Co... 43

G.

Galt Art Metal Co... 64
Galt Knitting Co. 64
Gardiner, Foley & Co. 115
Gault Bros. & Co., Ltd. 3
Gipe Carrier Co. 40-22
Greenshields 1-2-64
Gordon, John & Co... .....
Inside back cover
Garland, J., & Co..... 11

H.

Hall, Borchert Co... 32
Henderson, Robt. 120
Hermsdorf, Louis... 73
Home & Watts 99
Horrockses, Crewsden & Co... ... 21
Hymans, Jas... 7
Hall, A. & T... 49

I.

Irving Umbrella Co... 46
Independent Cloak Co... 97

J.

Jaeger, Dr... 68
Jackson Mfg. Co... 141
"Jay Finish" Underwear... 147
Jones Bros..... 29

K.

King, John & Son 85
Kirk, Sam... ... .139
Koester School, The 31
King, The Geo. H., Co... 93
Kleinert Rubber Co... 55

L.

Ladies' Wear, Ltd. 39
Law, Russel & Co... 6
Liddell's Linens 55
Lambert, P. W. & Co..... 57
Leonard, S. & Sons,... 70
Luxfer Prism Co... 31
Leuman, Boesch & Co. 52-53

M.

Macdonald, John & Co., Ltd.
Outside back cover
Matthews, Towers & Co... ... .126
Morall, Abel & Co., Ltd... 14

N.

National Cash Register Co... 13

O.

"Old Bleach" Linens 14
Parsons & Parsons, Canadian Co. 148
Perrin Freres... 61
Penman's Ltd... 63
Palmenberg's, J. R. Sons... 37
Princess Garment Co... 113
Priestley's 2
Pewneys 40
Parisian Corset Co... 49
Princess Underwear Co... 69

R.

Rosenwald Bros... 57
Ryan, Robt., & Co... 45

S.

Schloss, Louis... 58
Schofield Woolen Co... 73
Sword Neckwear Co... 129
Syndicate Cut Co... ... .149
Stauntons, Ltd... 91
Singer, A. T. & Co... 69
Star Whitewear Mfg. Co., The ... 95
Scott & West... 87
Sanderson's, Ltd... 47
Semi-Ready Co... 125
Smith, D'Entremont Co. 56
Scott Knitting Co..... 62
Singer, A. T. & Co... 70
Serpentine Crepe.. 75

T

Technical Books 27
Toronto Brass Mfg. Co. 32
Tranter, The G. A. Co... 149
Turnbull, C. Co., of Galt... 62
Tooke Bros... 152

V.

Veit, Otto, T. E... 88
Veit, Ernest... 149
Victoriaville Furniture Co., The 93

W.

Western Assurance Co. 120
Weyerstall, A. & Co... 55
Wilkins, Robt., Co. Inside front cover
Wrinch, McLaren & Co..... 54
Waterhouse, Thos. & Co... ... .143
Worralls... 81
Williams, Greene & Rome... 41
Westwood, C. H. & Co... 58
Winters, J. H., & Co... 101
Wreyford & Co... 141

Z

Zimmerman Mfg. Co... 70

TABLE OF CONTENTS

Special Articles—

Celebrated His 54th Anniversary 23
Checking System for Dressmaker. 82
Do Toledo Resolutions Apply to Canada ? 118
Fashion's Gorgeous Court at Coronation 110
Fashions at the Woodbine 121
Hints to Buyers 123
Leading Buyers on Fall Dress Goods Situation..... 74

Departments—

Art of Display 28
Children's Garments 98
Dress Accessories 38
Dress Goods 74
Editorial 17
Fancy Goods 50
How Customers are Lost and Won 12
Housefurnishings 86
Knit Goods 60
Men's Wear Review 125
Ready-to-Wear 94
Staples 78
Waists for Fall Season 102

THE MEN'S WEAR REVIEW.

Vol. I—No. 4 Office of Publication, 143-149 University Avenue, Toronto June 1, 1911

Semi ready

Business Opportunities in Many Towns in Ontario

We reckon every newcomer to Canada is worth a thousand dollars to the country.

For years the Sons of Canada enriched the neighboring country by their emigration—that was before Canada's policy developed Canada's own resources.

$5.000 a Year on a Five Thousand Investment

If you have selling ability, and can increase the sales of an established business in a good city, we have that kind of a business—a good prospective profit of $5,000 a year on a business requiring $5,000 cash capital. The right man can readily do it. It's in an Ontario city of 48,500 people; a ten-year leasehold in the centre of best shopping district, with new stock, wardrobes and fixtures newly installed; an established trade; $8,000 stock; at par.

A big business opportunity—the best Semi-ready opening of the year.

SEMI-READY, LIMITED,
Montreal, Canada.

There are towns and villages in Canada allowing both their trade and their population to drift away to other places.

Trade follows the flag of Quality. Our travellers visited several Ontario towns this season where merchants said: "We cannot sell high-class goods like Semi-ready in our town; there is no demand for them."

Yet there are men in each and every one of these towns who want good clothes, and who will go elsewhere if they do not get them.

Semi-ready Tailoring offers the highest quality of men's clothes at prices which will prove more economical and satisfactory in the end than will cheap garments.

There are reasons.

"Satisfaction" at $15; "Perfection" at $25 and $30.

Uniform Prices An Advantage to the Consumer.

Semi-ready Clothes are sold at the same prices everywhere—at fixed standard prices.

They are the only clothes made by makers who have the pride and confidence in their produce to plainly mark tne price on each garment.

Some merchants object. They say that the price at which each garment must be sold does not allow them sufficient profit.

It does allow them a normal and reasonable profit—an honest and fair profit.

But it's a quality competition, and not a price competition.

Uniform prices give the consumer a square deal; garments made for big profits and price-cutting do not.

If Smith buys a suit for 10 per cent. less than he should, then Brown must pay 10 per cent. more than he should, or the dealer goes into bankruptcy. Brown is defrauded of his fair value; that is the ultimate outcome in the last analysis of the bargain-shouting clothier. He cheats or he goes bankrupt; diddles either his customers or his creditors.

SEMI-READY, LIMITED

WHOLESALE MAKERS OF SEMI-READY TAILORING FOR MEN

MONTREAL, CANADA

We want Dealers in every town where we are not properly represented

400 Stores and Agencies in Canada

B. -- V. -- D.

HOT WEATHER
LOOSE FITTING

Shirts and Drawers

WE ARE FULLY STOCKED

Matthews, Towers & Company

EXCLUSIVE MEN'S FURNISHINGS

Montreal, Que.

MEN'S CLOTHING AND FURNISHINGS

Style and Market News

What Goods are Selling Best and What Smart Dressers are Wearing---Styles at Toronto Race Meet ---The Morning Coat a Decided Favorite

THE demand for straw hats, wash neckwear, negligee shirts, lounge collars and light-weight underwear makes it evident that the Summer swing is on in the men's wear store and department. Recurring spells of chilly weather have very slight effect upon the men's wear trade, with the exception probably of straw hats. These have not yet opened up in full strength, but the opinion expressed in many quarters is that a good season is ahead, not only in splits and sennits, but also in the Panamas of small, neat design, which have been brought this season.

* * *

Grey was a very prominent color in men's suits at the Woodbine races in Toronto. The vogue of the morning coat was most pronounced. A Canadian race meet is probably marked by more informality in men's wear than any other in the world, yet this year showed a decided improvement over former years in the matter of style recognition. Sack suits in grey tweeds, worsteds and the blue serges were decidedly pre-eminent. There was a scattering of browns, but it is generally held that this color will not come to its own until Fall.

The suits worn within the so-called fashion area were illustrative of the more shapely styles which characterize the season—that is, they more faithfully outlined the form, none being extreme. Trousers were of moderate width; coats a trifle shorter, and on the whole the clothes worn were strikingly suggestive of that happy medium which generally obtains in Canadian interpretations.

The existing preferences in the matter of color lends itself easily to the matching of hosiery, gloves, and tie, grey being apparently the favorite. In no department was there a "flashy" or faddish display, and it may, therefore, be said that conservative styles have reached a basis of solidity.

The popular cane with the younger men was the very plain, slender article, although with the morning coat it was noted that sticks a trifle thicker in girth were carried.

Jewelry is not a conspicuous item in a gathering of well-dressed men. Dull gold or inconspicuous settings seemed to be the taste in the fashionable Woodbine crowd.

Caps for recreation purposes are now in good demand, and for the next few months there will undoubtedly be a good run on golf shapes.. Now is the time for men's wear merchants to make effective window displays and to give the cap stock a prominent place forward if it has no fixed place of abode in the store. That merchant who has not concentrated on caps by this time is making a serious mistake. Manufacturers have placed on the market an excellent range of styles that should appeal to every section of the community interested in holidays or recreation of any kind.

* * *

Such has been the growth of the boy scout movement that manufacturers have turned over a handsome penny on the broad-brimmed, characteristic scout hat. Clothing manufacturers have also done well in scout uniforms, and it is noticed that a good influence has been exerted in favor of browns.

* * *

Lounge collars have taken exceptionally well. Neckwear manufacturers who had not previously considered this line have now taken it up and report good business. For outing purposes of all kinds these collars are particularly adapted. Some are worked out in neat stripes, with tie to match, while others are plain. For the warm weather trade the men's wear dealer should have a stock of these.

* * *

Shirt manufacturers report a good volume of business on Fall lines. The neat pleated fronts are taking well, and the short shield front is also proving a good seller. The feeling is that there will be a fair revival of shield fronts for the next Fall season.

* * *

At his first public appearance in society—at Newmarket races—King George wore a grey lounge suit, black felt hat and yellow gloves. The King seems to fancy light colors in ties and gloves, and this fact may have an influence on the prevailing vogue for dark colors. The King sometimes wears a pearl-grey tall hat at Summer race meetings, when the weather is exceptionally warm.

* * *

At the church parade in Hyde Park, London, Eng., immediately following the expiration of the stripes on a black ground. This combination made a very neat tie and it may hold.



Selections from the Fall shirt and pyjama line of the Van Allen Co., Ltd., Montreal.

full mourning period for Edward, there was a very brilliant fashion display. The morning coat was very much in evidence, some being in medium grey worsteds in diagonal patterns.

* * *

Now the word comes from England that there is a growing demand for striped effects, and that they will be much favored in the darker shades for the coming season. Browns, greens and greys in different tones will be good.

* * *

At the recent clothing and outfitting display in London one firm showed a number of novelties in shirtings. Such combinations were noted as white ground with yellow and black hair-line stripe, white grounds with red and black stripes and shades of helio pink.

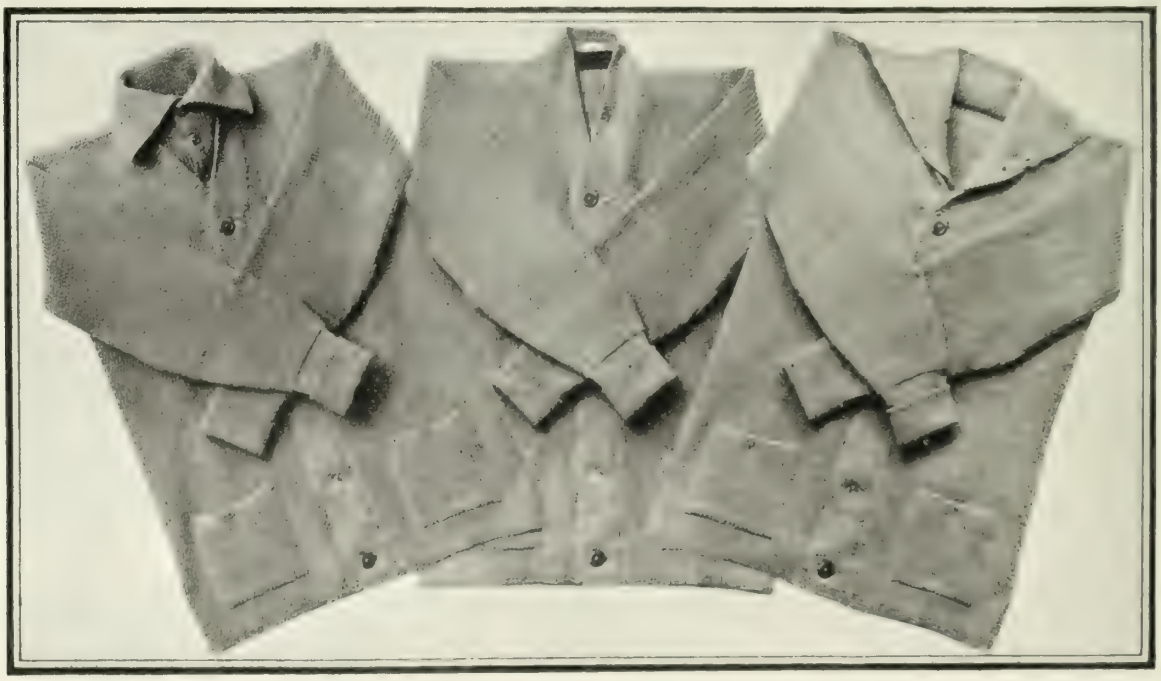
At some of the recent race meets in Paris men wore Derby hats of a shade to match that of their suits. Gloves varied in shade from dark grey to deep brown, and some of chamois skin had the back stitching in black.

* * *

Knitted ties in the better qualities are being extensively shown by many men's wear dealers. Although plain colors, such as greys, pearl, blue, and some brown, are well taken, some very neat striped effects are being worked out in these lines. Accordeon and shot effects are shown in this line for Fall.

* * *

During race week in Toronto good business was done in ties combining narrow gold diagonal



Three different uses of the "triplex" collar, shown in the Fall range of sweater coats by Penman's Limited, Paris, Ont. Hunter's, prospector's and athlete's garments are all fitted with this new collar.

Outing Neckwear

Collars and Ties

TO MATCH

SPECIALY ADAPTED FOR

Boating
Lawn Bowling
Tennis
Golf
Travelling

and all forms of Outdoor Sports and Recreations.

Made in White or neat Stripe Effects from the highest grade of washable fabrics, including wash silks and fine piques.

COLLARS—$2.00, $2.25, $3.50 per Dozen
TIES —1.75, 2.00, 2.50 "

Boxed, ½ Dozen to Box

When ordering mention if white or colored preferred.

The Sword Neckwear Co.

TORONTO, CANADA

NOTE—Our **OUTING COLLARS** like our **NECKWEAR,** Best by Test

General Utility in Sweaters

Men's Sweater Coats Developing Along These Lines — Prospecting and Hunters' Garments — Washing Knit Goods.

In boys' and men's sweater coats the field of the manufacturer has developed along athletic, utility, comfort, hunting and prospecting demands. Some ranges have over one hundred samples with all the possible combinations of colors which buyers can diversify to meet their requirements.

In Fall placing, fancy roll fronts and two or three pockets are the rule. In contrasting Canadian and United States demands, conditions differ and buyers here want pockets, and in general utility coats, shorter lengths.

Canadian designers are ahead of the trade in meeting the wants of merchants, and garments are prepared fully with a view to climatic conditions and average 26-28 inches in length so as to be convenient for wear. Especially is this a feature regarding collars, and convertible and triplex styles are exactly what Canadian wearers want. Although a comprehensive assortment of ribs and colors is shown the greatest phase is in added lines following the requirements of athletes and prospecting demands.

For midsummer wear and especially for boating or bowlers, lighter coats have been made in 1|1 rib and perfectly plain style, with and without pockets. They are also suitable for smoking, office or house garments. Two shades are prominent, light grey and tan. These coats are quoted in different qualities and all sizes at $24.00 to $36.00 dozen. They are exactly right for the purpose intended.

For special athletic and prospecting, weight has become very important and several samples are ready, ranging from 1 to 4 pounds each, made from 6-ply wools and costing up to $75 dozen. The heaviest of these coats developed from individual orders for serviceable and smart garments to wear in Porcupine and other mining centres. Prospectors are particularly well pleased and have, in these golf coats, dressy and sensible garments for interchanging with sheepskin-lined jackets. These new golfers have a merit of warmth, which makes them particularly appealing to men exposed to extreme climatic conditions. So far, Oxford greys and navy blues have been taken. Garments of this class are promised an exceptional run directly they are placed before Fall buyers.

Closely allied with this, shooting or hunters' coats are shown with chamois shoulders and underarm to protect the garment from undue wear in carrying a gun. These garments have only to be displayed in the early Autumn to meet with instant success for the retailer. Of course, colors are similar to regular lines with a variety of collars, especially convertible and triplex.

Several suggestions in regard to properly cleaning knitted golf coats are offered by different manufacturers but it is claimed to be impossible to retain the original appearance of garments after they are washed. Dry cleaning is supposed to be one of the best methods and chemists are endeavoring to find a more suitable way of overcoming this difficulty. Experiments are at present being tried by a patented method in which gasoline is used and the originators claim to be able to wash golf coats satisfactorily.

"The Toast of the Town"—Honey Brown

Many exclusive men's clothing shops and merchant tailors have featured "Coronation" blue serge suits with success this season. These garments were displayed in the windows with sky-blue or white sateen background and floor setting. At the present time the latest models in this color are being shown with wash trousers, straw hats and ties suitable for boating wear, or at summer resorts. Some merchants are offering separate trousers of light grey flannels or tweed in plain colors or with natty stripes.

This same idea in display could be used in advance showings of brown, which style tendency was anticipated in The Review. High-class tailors in New York and Chicago have been displaying browns since April, and it follows that merchants here could adopt the suggestion with success and plan an early window trim of browns.

One merchant after visiting the United States cities, arranged a trim of this kind which proved most successful.

Plain sateen in gold was shirred around the background of the window, and the floor was puffed with sateen of the same shade. In this setting, five figures were placed which were dressed with smart designs in advance styles of honey-browns in five new patterns.

To further carry out the effect of the gold, the part of the figure that would show in the collar was covered with gold, and brown leather watch fobs and gold chains were used in conjunction with light-colored silk handkerchiefs with gold border showing in the upper coat pocket. A ticket was made on light mottled cardboard and a neat phrase suggested by the opera "Madame Sherry" was very cleverly turned and worded "The toast of the town in honey-browns"—$16.50. The result was most gratifying.

This advance showing was found possible through choosing patterns which were likely to take, and having them made in stock sizes. While it was an experiment, it was easy to take "special orders" and with the experience and proved success of this merchant's foresight many other up-to-date men's furnishers will avail themselves of the opportunity of anticipating or being the first to show "honey-browns" and gold.

The National Rubber Co., of Canada, has removed from 16 Craig St., Montreal, to the Blumenthal Building, St. Catherine street west, near Bleury street, where they will have more room for carrying on their business of manufacturing rainproof garments.





CASH'S
Tubular Neckwear

Standard Quality.
Latest English Styles.

The genuine POPLIN is made in pure dye silk interwoven with WOOL, preventing the ties from wrinkling, creasing or showing pinholes.

Our range shows 66 solid colors and a large variety of fancy patterns of the latest English styles. The wearing qualities of CASH'S POPLINS have a world wide reputation; no haberdasher's stock is complete without this line.

CASH'S FINE COTTON TUBULAR TIES are made in a range of 500 guaranteed fast colors and patterns sold by all the leading stores. Can be had either in the straight or loom-shaped styles.





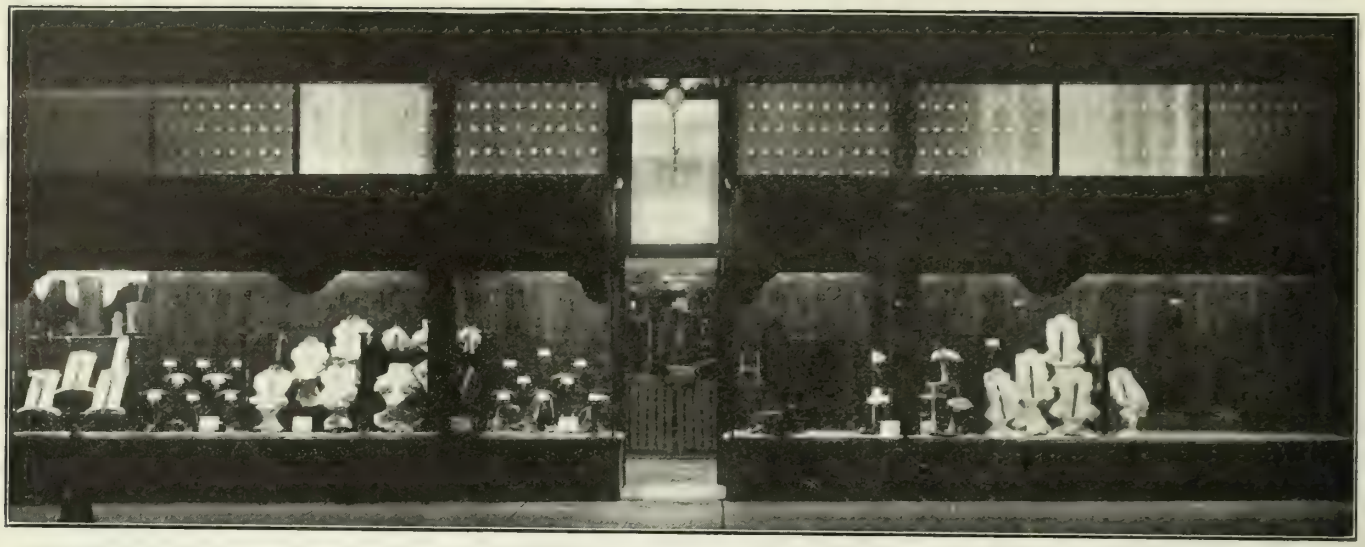
Notice

So as to meet the exigencies of the Canadian market, we have opened a branch office at 301 St. James Street, Montreal, where we carry a complete stock of our TUBULAR NECKWEAR. Sample card and prices sent on request from this address.

Also from our Toronto agent, WALLACE McINTYRE, 64 Wellington Street West.

Or from our American Factory at South Norwalk, Conn., U.S.A.

J. & J. CASH, Limited
COVENTRY, ENGLAND



Bloor Street windows and entrance, Frank Stollery's haberdashery shop. The undressed spaces show dividers and back panelling, and suggest the importance of fixtures as factors in successful retailing.

Smart Haberdashery Shop

Frank Stollery now Established in a Handsome Men's Wear Store on a Busy Corner — Elegant Fixtures and Interior Fittings.

A men's wear store which combines to particular advantage all the essentials of effective display and an equipment which in every sense is calculated to favorably impress the customer, has been opened by Frank Stollery at the south-west corner of Bloor and Yonge Sts., Toronto.

This is an exceptionally good location being easily available to a district from which the demand is along high-class lines, and bound to increase. In the designing of this store, these facts undoubtedly had an influence. It has a frontage of 35 feet on Yonge St. and 45 feet on Bloor, and the rich fittings throughout suggest that the opportunity for an imposing structure was realized to the fullest degree. Designers were inspired with full regard to progressive merchandising requirements.

Frank Stollery commenced business at 750 Yonge Street in 1901, with a modest capital of $1,000, half of which was invested in stock and the other half in fixtures. In this store the business reached a turnover of $12,000 a year.

Five years later, in order to meet the requirements of a growing concern, he moved to the store at 762 Yonge St. which was fitted up with the same regard for suitable fixtures and display utilities which has always been given this end of the business.

Now, after ten years successful business, he is situated in this very handsome establishment. Fixtures, fittings, window and display methods, arrangements and stock-keeping are unique. They are a



Yonge Street front and entrance, Frank Stollery's men's wear store, showing display of hats and unit trims of neckwear, hosiery and shirts. The rule of the store is to show only those goods in the window which can be duplicated inside.



It's a GOOD List

Every name on this list represents a CLOTHING MANUFACTURER who uses and endorses the

BARTELL PATENT POCKET

(The pocket with the inner pleat)

They wouldn't use it and they wouldn't endorse it unless they knew it was a first-class improvement over what they formerly used:—

DUNDAS.
Grafton & Company, Limited.

HAMILTON.
Sanford Mfg. Co., W. E., Ltd.
Coppley, Noyes & Randall, Ltd.
Thornton & Douglas, Ltd.

LONDON.
Greene, Swift, Limited.

MONTREAL.
Semi-Ready, Limited.
Levinson, Son & Co., S.
Murray & Michaud.
Kellert & Sons, H.
Fashion-Craft Mfrs., Ltd.
E. A. Small Company, Limited.
Wener Bros. & Hart.
Vineberg, Singer Co.
The T. Eaton Co., Ltd.
Peck & Co., John W., Limited.
Union Clothing Mfg. Co.
Samuel Wener & Co.
The Freedman Company.
Canada Clothing Co.
B. Gardner & Co., Ltd.
Standard Clothing Mfg. Co., The.
H. Vineberg & Co.
Hamilton & Blout, Limited.
Scottish Rubber Co.
The T. Eaton Co., Ltd.

QUEBEC.
Quebec Clothing Co.
Paquet Company, The, Ltd.

SHERBROOKE.
Walter Blue & Co., Ltd.

TORONTO.
Lowndes Co., The, Ltd.
Hackborn & Co., E. G.
Johnson & Co., W. R., Limited.
Crown Tailoring Co., Ltd.
Bond & Co., H. E., Ltd.
Broderick & Co., Frank.
Taylor, Henry A.
Lailey-Trimble, Limited.
Victoria Mfg. Co.
Randall & Johnson Bros., Ltd.
The T. Eaton Co., Ltd.
Art Tailoring Co.
Evans Tailoring Co.

VICTORIAVILLE.
Victoriaville Clothing Co., The

WARWICK.
Warwick Clothing Mfg. Co.

The only pocket in the world that will not sag under heavy weight is the Bartell Patent Pocket. Its peculiar patented construction prevents this defect and keeps the pocket straight and trim from the day you start to wear the coat until the day you stop wearing it. If your manufacturer's name is not on this list, he must give you the old style pocket.

Don't Run the Risk of Losing Sales Next Fall

If your Spring order did not specify **Bartell Patent Pockets,** and wish it had, write to us **immediately** and we will take up the matter with the manufacturer, if you will give us his name. WRITE TO-DAY.

Ask us to send you our "DEMONSTRATION CARD." IT'S FREE.

THE BARTELL PATENT POCKET CO.

13 ASTOR PLACE, NEW YORK

fitting environment for a comprehensive as well as a high-class stock of men's haberdashery—hats, gloves, ties, collars, shirts and outfitting necessities demanded by fashionable dressers.

Several years ago the possibilities of securing the corner location with the advantages that would accrue in a business sense became apparent and it resolved itself into an ambition to be worked for and accomplished.

Fixtures a Great Factor.

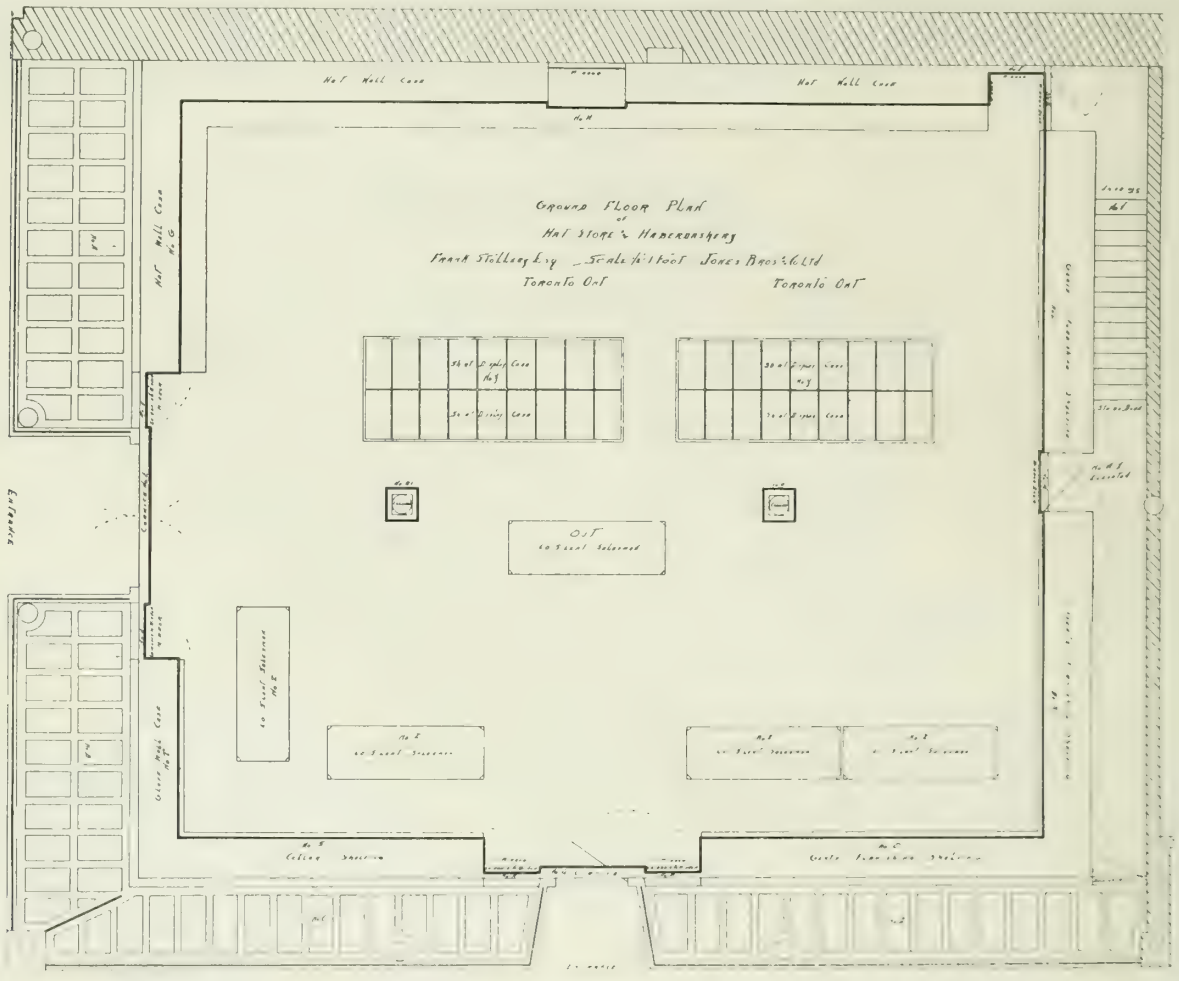
Through business experience it was found that fittings and fixtures in accord with the business conducted, were as much a factor to successful retailing, as well-chosen stocks. In the new store every opportunity available was considered to make a smart showing and convenient arrangement for handling the different departments.

In the new building, which is a square structure, two storeys high, there are two entrances, double panel doors on Yonge St. and a single door on Bloor St. All the windows are set in copper sills with Tennessee marble bases. Each entrance is tiled in simple design.

In the store proper, which covers the entire lower floor, all cases, cabinets and fittings are done in Circassian walnut, handsomely panelled and with mirrors, all in ornate colonial effect.

Only such fixtures as are uncommon or entirely original have been installed or provided for the windows and display. The windows are five feet deep and sections are made with colonial panel dividers. Unit trims are made to display individuality and with a general view of balance. A rule of this establishment allows only duplicate merchandise to be displayed in these window sections and trims are not disturbed until another grouping is to be arranged.

An innovation is introduced in lambrequin blinds of tan velour, richly embroidered. In the centre of each the firm name is embossed in brown leather and each curtain is outlined with border in inlaid floral design and finished with heavy cord fringe to match.



Plan of Frank Stollery's new men's wear store, corner of Yonge and Bloor Streets, Toronto. The scale as reproduced is about seven feet to the inch. There are two entrances. The office is in the rear, elevated above the fixtures. Windows range along each side. See descriptive article.

Well Lighted.

Both the windows and interior are brilliantly lighted. A series of natural glass reflectors are placed 24 inches apart around the entire front, inside the windows. For the interior, lights are in frosted globes hung on oxydized copper fixtures which shed an even and efficient light.

The two outstanding features in fixtures are the shirt cases and glove cabinet. For displaying samples of shirts, table cases, 4x10 feet with plate glass tops and six velvet-lined drawers, three on each side, make the stock easy to see and handle. Reserve stock is kept underneath in cabinets. These tables are placed directly in the centre of the store and



The Canadian Converters' Co. Limited.
Montreal

stocky displays of neckties or other accessories made on top.

To the right of the main doorway is the sectional glove case with glass fronts and metal inset boxes. In each section an inlaid bevel glass front allows showing samples of gloves at all times and space is provided for five dozen pairs of gloves, behind this in each cabinet. Four silent salesmen of the all-glass variety are arranged at suitable intervals on the north side.

Effective Display.

Display and stock fixtures for hats are placed along the back of the south windows and wall. These have nickel supports for display and are fitted with plate glass doors which slide upward. Drawers are set in below. A bevelled mirror in the centre is provided with plenty of light for customers' fitting.

All windows, doors, rear exits and panels between cases are faced with bevel plate mirrors. Every case is finished with Laurentian marble bases.

Peculiar advantage is taken for display space on glass cases, hat fixtures and openings. If necessary, in the fixtures for shirts and neckwear, the lower space may be used for display purposes. Each radiator has a marble top, making small unit tables in otherwise lost space.

The office is elevated in the rear above the shirt, tie and underwear fixtures and is fronted by a colonial railing. This space has been furnished with a view to efficiency, comfort and quietness, necessary for dealing with important business matters.

A large cash register to match other interior fixtures is being made for a location in the centre of the store.

To be associated with smart and efficient salesmen has always been the endeavor. As an example of the importance of proper display, each deparment manager is required to make his own trims and it is noteworthy that four of the staff are able to dress cases, windows and ledges with combined groupings from any other department. Stock-keeping methods are systematic and to be original and tasty in everything about the store is the aim. Each salesman is enthusiastic and persuasive and many sales are made by personality as well as a thorough knowledge of stock and customers' preferences.

The Opening.

For the first opening days, business was really gratifying and beyond expectations. As the stock is arranged satisfactorily and things settle down to actual every-day merchandising, exceptional results are anticipated. There is every reason to believe that returns and increased business will be beyond forecasted estimates and fully justify the necessity of this high-class haberdashery shop on this important corner.

The belt season has not yet reached its best. Some business has been done in blacks, dark greys and a few browns have been taken, but in nothing like the volume which develops with steady warm weather. The call for invisible suspenders has begun. One of the novelties in the suspender lines for Fall is a loose change or watch pocket on one side.



Interior of Jess Applegath's new store, Montreal, showing series of projections for interior window displays.
Courtesy of Jones Bros. & Co., Toronto.

Jess Applegath's New Store

Interior Display Window Unique Feature — 100 Feet of Wall Cases and 100 Feet of Glass Show Cases — Appearance Counts in Merchandizing.

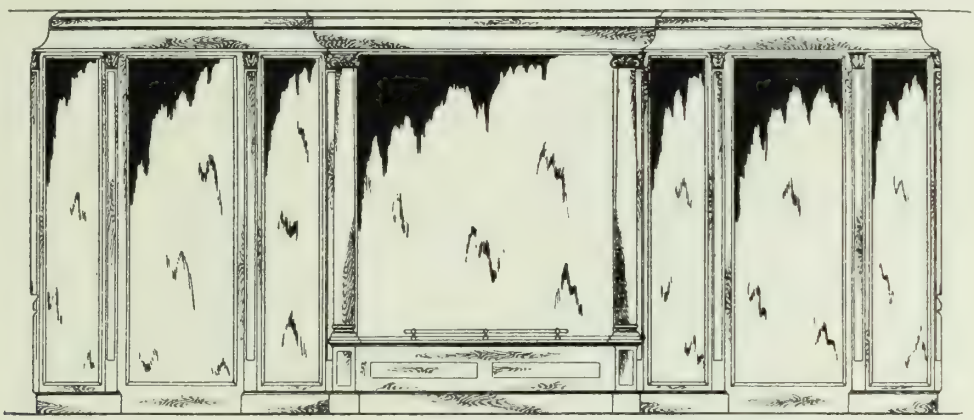
Jess Applegath, dealer in men's hats, has moved into his new store in Montreal. Mr. Applegath believes that the appearance of a store is an important factor in successful merchandising, and his ideal has been materialized in the quarters which he is now occupying at 473 St. Catherine St. West.

"The impression a person gets on entering," said Mr. Applegath, "is the first step towards creating a desire to buy goods, and I believe that money spent on new fixtures, show cases, etc., is a good investment."

Mr. Applegath was six years in his former stand. In his very handsome new store he has anticipated the steady growth in Montreal.

The ceiling is finished in steel, painted white, adding to the brightness of the interior, and at night light is obtained from 32 60-candle-power lamps, divided into 4 lamp cluster fixtures of brushed brass.

Everything about the store speaks quality and neatness, and Mr. Applegath, who also has a fine store at 89 Yonge street, Toronto, looks for a material increase in his trade as a result of the change. He specializes in the $2.50 hat.



The rear fixture in the Jess Applegath store, Montreal. In the centre is a projecting case for interior display, and on either side are three doors with triplicate mirrors, the centre one leading to the back of the store and the smaller ones at the side opening to stock cases.

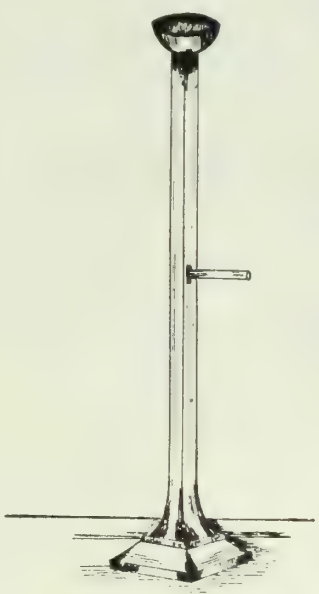
The store front has two large show windows, one on each side of a deep vestibuled entrance. The windows have heavy plate backs, and a view of the interior may thus be obtained from the street.

There are 90 feet of shelving on each side, fitted with plate glass fronts. These cases are mounted in solid mahogany of medium shade. A unique feature of the store is the series of four interior display windows. These project about six feet, have mirrored backs, and admit of attractive hat trims within the store. One of these bays or projections has been used for the office. There are four recesses, with triplicate mirrors for try-on purposes, and in the rear is another very handsome hat window or display case with triplicate mirrors on each side. The two doors leading to the stock room in the rear are mirrored, and are flanked by small mirrored doors, opening to a stock case. The idea carried out in the rear of the store is a particularly good one, and is fully illustrated in the accompanying cut. There are twenty five-foot glass show cases, in which goods may also be very effectively displayed. The wall cases are eight feet high and are fitted with nickel rods. The front cases have stock cupboards in the bases, while in the two back sections drawers for caps have been installed. All hardware is in burnished brass.

Royal blue, purple and red will be good colors in neckwear this Summer, as one result of the coronation. One of the latest coronation novelties in England is the mauve crown on a black ground. White, old gold and purple are also shown in this design.

* * *

It is possible for the window trimmer to work out many effective displays by using the coronation colors, either in combination or on successive days. The different holidays and special occasions within the next two months will require a very discriminating use of color. It is an opportunity for artistic effect that the trimmer does not often encounter.



A novel display stand for the hat department which can be made in any wood, preferably bird's eye maple, Circassian walnut, mahogany or mission oak. The best lengths are 12-18-24-30-36 inches. It will be noticed that hats can be placed in many different positions in the cup-like top. Used by Frank Stollery, Toronto.

Practical Coronation Background Trims

Many Good Sketches Submitted in the "Review's" Competition — All Can be Applied with Moderate Cost — Suggestions Indicate Good Knowledge of Up-to-date Decorating Methods.

WINNERS IN CORONATION WINDOW CONTEST.

Towns Up to 10,000.—Jas. McMillen, with H. S. Anderson Co., St. Thomas

Cities Up to 20,000.—Warren Andrews, with Terris & Co., Springhill, N. S.

Cities Over 20,000.—H. C. Macdonald, with Murray-Kay Co., Toronto.

MANY trimmers throughout the country manifested a practical interest in The Dry Goods Review Coronation Window Contest by sending in sketches describing backgrounds suitable for the Coronation season. Three prizes of $5.00 each were awarded.

These sketches were not only submitted to an artist having some knowledge of the dry goods trade, but also to a practical window trimmer, and the decision is given in the above panel.

In awarding prizes, the judges took the following points into consideration:—1. The extent to which the background could be used in a practical way for displaying the season's lines. 2. Originality, the general balance and proportion. 3. Space available after background was placed. 4. General effect to procure rich, appropriate setting.

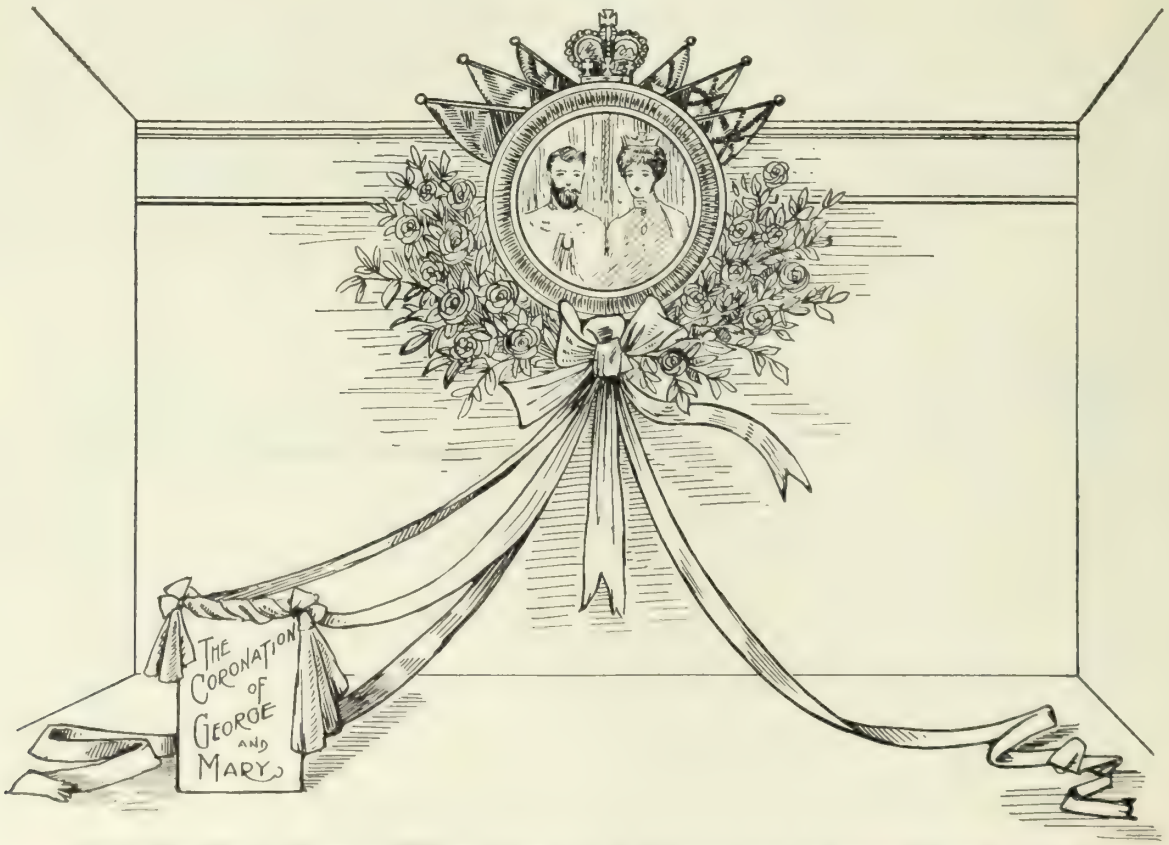
While the windows selected for illustration, as well as for description, represent only a small section of the number received, they give a fair range of originality, and indicate practical knowledge of up-to-date decorating.

In each case a fair estimate has been given to cover usual or extra expenses. While in carrying out any of these backgrounds, a trimmer could run into considerable outlay, the figure given is based on a knowledge of appropriations generally available for these purposes.

Used Flowers, Ribbons and Lithos.

H. C. McDonald, window decorator for Murray-Kay, Limited, Toronto, suggested a pretty setting which he has decided to carry out in his Coronation window display and is awarded the prize for cities of over 20,000 population.

For a centrepiece, a circular frame four feet in diameter and six inches across the face is cut out of beaver or compo board, tinted red. Inside and outside edges are finished with a gold border.



Awarded 1st prize in Coronation Window Contest H. C. McDonald, with Murray-Kay, Limited, suggested this arrangement as well as a pleasing color combination suitable for seasonable lines.

Three-quarter life-size lithographs of the King and Queen are cut out and mounted on beaver board. This is placed in the frame already described and the outer edge rolled down to give a relief effect.

This design is hung in the centre background before a heavy drapery of corn-colored plush or velour and surrounded with groups of foliage and flowers appropriate. Combine the rose for Mother country, thistle for Scotland, and shamrock for Ireland and the maple leaf for Canada, in an effective grouping and fasten these around the lower half of the frame.

At the bottom of this grouping attach a large bow of streamers of ribbon in national colors and have one pair of streamers end in rosette festoons attached to the announcement card. The other streamers are gracefully draped to the window bottom or hung in different lengths in the background.



A suggested background, which was done in actual colors by Christena Stephen, Grimsby, Ont.

This arrangement could be carried out in a series of windows by placing each grouping at intervals accross the entire front. It is suggested that, while possibly more expensive or if appropriations permit, tinted papier mache for the figures and frame would make an ideal setting.

One of the advantages of this background is found in its adaptability to any line of goods or materials displayed. There are no colors but will enhance anything placed on view at this season or in any store.

On the card, a simple announcement of the Coronation of King George and Queen Mary, June, 1911, is all that is necessary to complete a beautiful window arrangement.

The cost of this background is also within the possibilities of most trimmers and depends to an extent on the price paid for the lithographs in the upper circle. Without this, the cost should not exceed ten dollars for all the requirements.

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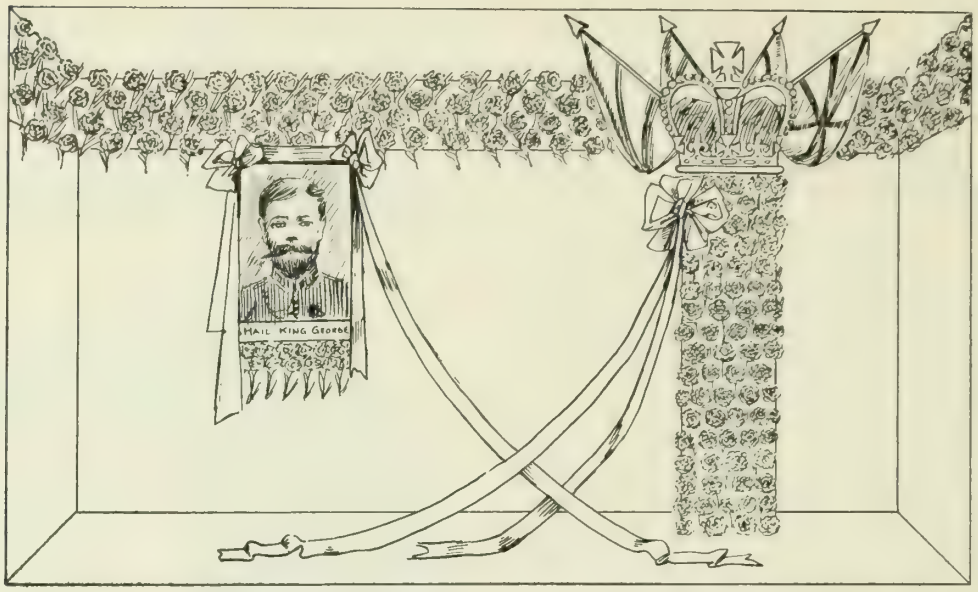
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THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street BRADFORD



Awarded prize for towns up to 20,000—National colors and "pink carnations" combined
Arranged by Warren Andrews, with Anderson & Co., St. Thomas.

Coronation Flowers and Smilax.

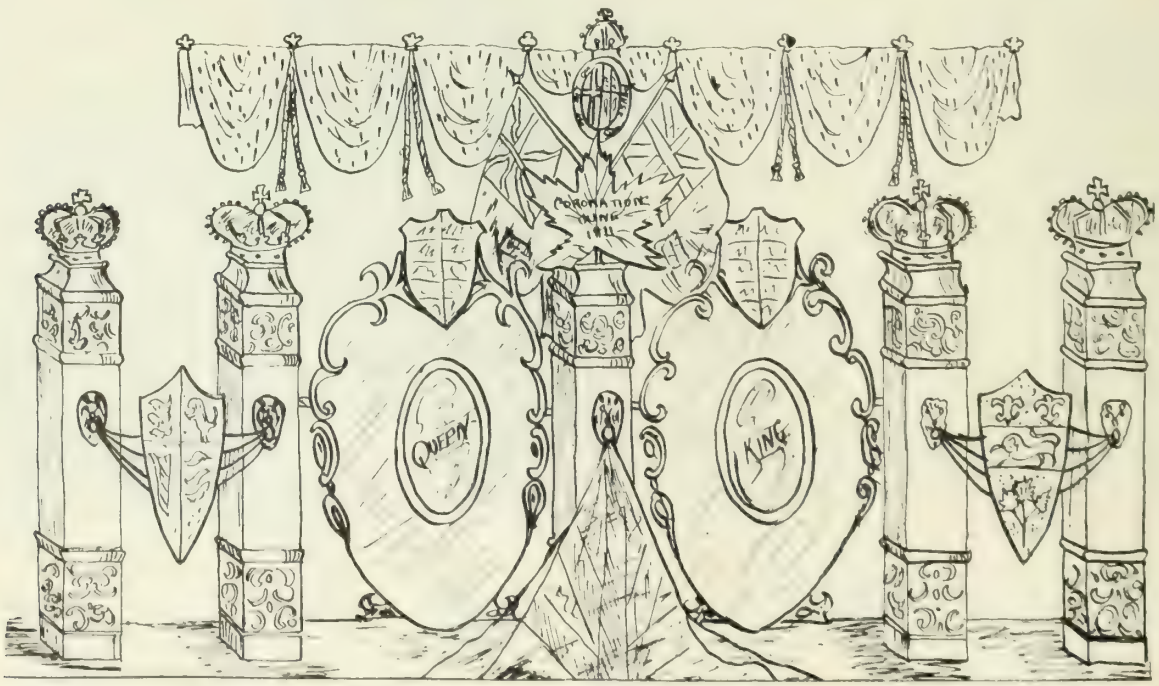
Warren Andrews, window decorator for The Anderson Co., St. Thomas, is awarded 1st prize for cities up to 20,000. This background would be appropriate with mirrors or, as is suggested, all white hangings and felt-covered floor.

Across the top is a panel in white and at the right hand side a wider upright panel surmounted with crown and draped flags. This arrangement is profusely covered with coronation flowers (pink carnations) and interspersed green smilax. Ribbon streamers in coronation colors, Royal purple, Royal blue, Royal crimson and old gold are attached in festoon effect at the top of the upright panel near the crown and to one side.

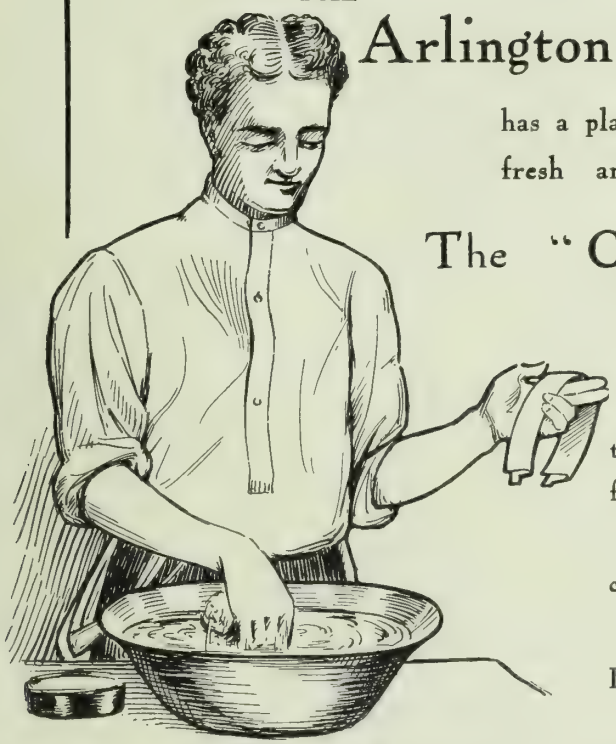
Near the other end of the window a picture of King George is draped with ribbons to match, and carnations. Balancing rosettes are used at the top of this picture and streamer ends gracefully carried to the floor.

This setting is also most suitable for goods on view about June 22nd and would make a pleasing muslin or Summer dress display background. It could also be easily arranged beforehand, ready to put in place at shortest notice and completed in a short time. These are two essentials in backgrounds outside the necessity of having all the display space available.

Warren Andrews has suggested a setting too, which seems within the amount trimmers usually have in places up to 20,000 for extra window displays. No trimmer should need to spend more than ten dollars in completing a fair-sized window, up to



A host of suggestions are embodi d in this background. Suggested by Jas. MacMillen, with H. S. Terris, Springhill, N.S.
Awarded prize for towns up to 10,000 in Coronation Contest.



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12 feet long. Extra expense is, of course, only limited by the length of background to trim. The pillar or panel arrangement is also possible for a ledge display or in other methods throughout the store.

Pillars and Heraldic Shields.

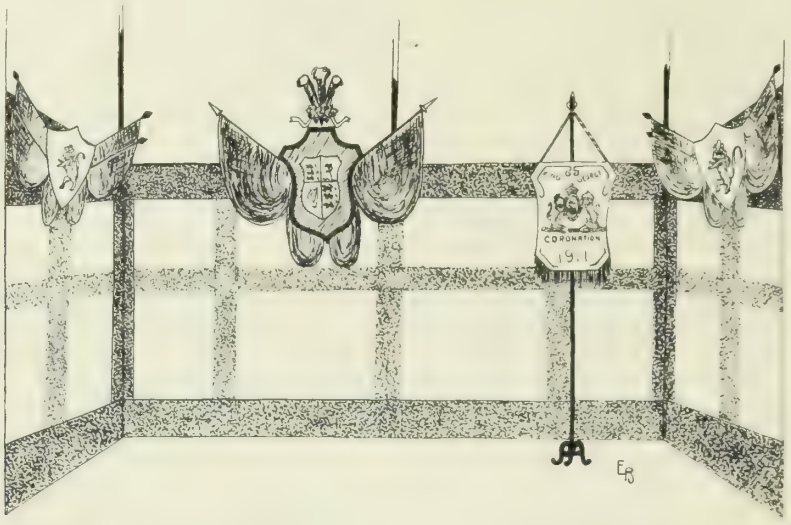
Jas. MacMillen, with H. S. Terris, Springhill, N.S., is awarded the prize for towns up to 10,000 inhabitants. He suggests three different and very attractive backgrounds. While they seem elaborate, cost need not be such a consideration if decorators are careful or look about for best means of obtaining proper materials. Quite a study of British heraldry must have been necessary to carry out such a setting as the one illustrated. National colors were combined with purple, white and gold.

A simple festoon draped at the back represented ermine and was caught at intervals with gold cord and small crowns. Two sets of double columns, surmounted by crowns and joined with lion's heads and chains, held the British coat-of-arms on a shield. These were placed at each end of the window. A centre pillar supported a large maple leaf. Each column could be covered with felt or onyx paper. Between these units, two oval capitals made of papier mache, plaster of Paris or wall paper and gilded moulding introduced shields and formed a background for framed oval pictures of the King and Queen. Two Canadian flags were crossed back of centre pillar and a large Union Jack draped through a ring in the centre at front, completed the setting except for a badge representing the order of Knights of the Garter, which was placed above the centre column and flags. Badge and crowns were also made of papier mache and gilded.

Counting the lumber, paper, crowns and findings that a trimmer would need in completing a display of this kind, it is estimated that with care such a background should not cost more than twenty-five dollars.

In a second suggestion which is also done in white, gold and purple or coronation blue, three uprights are placed at the back and the centre one is twice as wide as the outside panels. These are covered plainly with cloth and outlined with a narrow border of contrasting color. A horizontal panel across the top is made of white plush or flannelette with black spots fixed to represent ermine. This is also outlined and silk or gold tassels and cord draped over in semi-circular effect.

In the centre an emblematic design made of a large shield, gold crown and semi-circular banner with the words "God Save the King," in blue letters on a white mat, is strikingly arranged. An oval lithograph of the King is placed directly in the centre of a shield with a Union Jack ground work. Two draped flags are fixed at a correct angle. Between the uprights two national tri-colored sunbursts were added to give distance. As accessories, swords, lions' heads, chains and order badges were placed to relieve prominent spaces or join and complete general effects.



A number of original suggestions, with plenty of display space allowed. E. P. Burns trimmer, with Robt. Simpson Co., Limited, Toronto.

Such a display setting is within the possibility of any trimmer. Most of the materials are found in regular stocks and nearly all the needed articles could be borrowed from a lodge equipment if necessary. No waste of materials is evident and except for required lumber and time this background would cost, at the outside, not more than five dollars. This suggestion is particularly important from the saving of expense which makes it feasable.

A Canopy Effect.

For the third window suggestion by Mr. MacMillen, a canopy effect is suggested but harder to carry out and perhaps not so applicable to the average trimmer's work.

This background is divided into three by four panel pillars, the centre two being joined by an arch. These can be covered with felt, onyx or veneer paper or painted with cold-water paint. The outer pillars are capped with blocks and moulding and prominent points and outline done in gold. Between outside columns at each end of the window.

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a lattice effect is arranged through which can be seen spires of Westminster Cathedral. This scene is painted on canvas and done in soft colors. Underneath this, large Union Jacks are draped in sunburst style and plaster busts of Queen Victoria and King Edward are placed on pedestals in front.

The arch is draped with curtains finished with gold fringe and cords and at the centre top of the canopy a crown studded with miniature electric lamps is fixed.

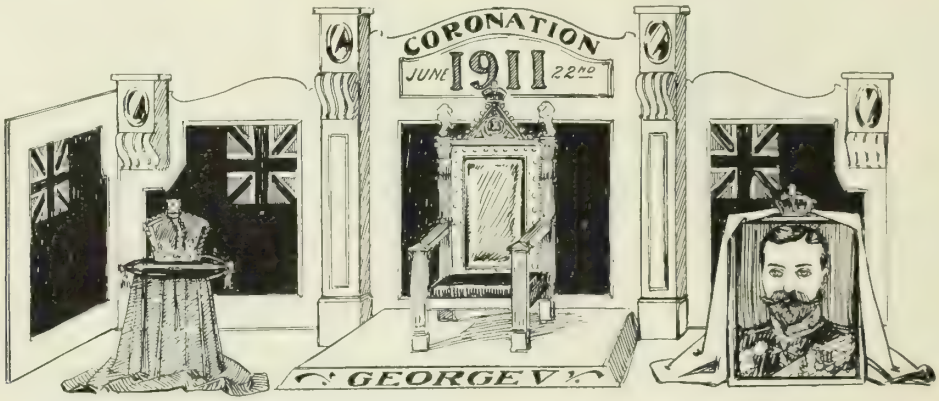
As a central figure, a form is draped in flags to represent Britannia holding a crown over pictures of King George and Queen Mary. The entire scheme is done in national colors and natural scenic effects with prominent points done in gold. As an announcement, a 11x14 card in these colors is lettered "A Page in History" or "Coronation, June 22nd, 1911."

hung on a spear-pointed stand. This banner bears the coat-of-arms, is fringed, lettered in gold, "King George Coronation, 1911," and suspended by a gold cord to the top of the upright.

In this design the entire floor space is still available for display and any line whatever could be suitably arranged in the setting. It should not be an expensive background either, although trimmers could spend more according to materials used in making shields and banner. As a fair figure, ten dollars should be sufficient to cover the cost of carrying out this suggestion.

Introduced a Throne.

George Sharp, Finch Bros., Hamilton, has a background suggestion which is practical and would also be suitable for a permanent window fixture after



A more permanent effect and panels of national colors, jacks or ensigns. By Geo. Sharp, Finch Bros., Hamilton.

To carry out this design, more expenditure is necessary than in other suggestions. To procure the lumber, paint the scenes and provide other essentials like the busts of the King and Queen, this background would possibly cost about thirty-five dollars. There are electric lights to consider also, and in most localities this window would cost about that amount.

Effective Simplicity.

It is remarkable that the majority of background suggestions from smaller centres have all been more elaborate than from larger cities. For this reason, attention is called to the background by E. P. Burns, of the Robt. Simpson Co., Toronto. This design represents a good example of stiple drawing and also introduces simplicity, as well as some suggestions which were not found in other effects.

The entire outlines of a mirror background are finished plain with national colored materials or combined shades of purple or coronation blue with white. Either end is draped with shields and double flag emblems with lion or unicorn designs, gold on a blue mat.

In the direct back at the top and a little to the left of the window another crossed flag drape and emblematic shield design makes use of the Canadian coat-of-arms and Imperial plumes with an appropriate shield.

An effective unit is made to balance this display and a banner such as is used in Court processions is

the national colors have been taken out. This setting is a colonial one done in ivory and gold with inset oval mirrors and panelling in gold.

For the panels, Canadian ensigns or Union Jacks are designed and between the higher pillars, "Coronation, June 22nd, 1911," is lettered in three colors, or gold and white. On a platform about 4 feet by 4 feet and 4 inches high, with bevelled face and velour or felt covering, an effective chair to represent the enthroning seat in Westminster Abbey, is placed. On the face of this platform, George V. is spelt in block letters.

At one side a flag-covered stand supports a crimson cushion and crown, while a portrait of King George, draped in imperial colors, is supported on a crown-mounted easel at the opposite side. The floor covering in this window is preferably green felt or carpet. As a further suggestion, large frosted globes could be placed on each pillar and electrically lighted.

Any trimmer who has a genius for carpenter work could have this window prepared in the basement or workroom and ready to set in place. If, instead of painting it with three coats and then gilding, the woodwork was covered with cheap cotton and alabastine used, a less expensive and just as effective result would be gained.

Decorators should be able to carry out a semi-permanent effect which could be left for three to six months and be suitable for any kind of trim at a cost not exceeding fifteen dollars.

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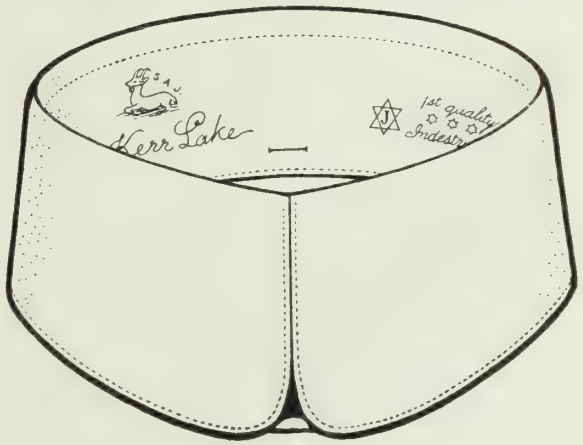
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309 NOTRE DAME ST. WEST, - MONTREAL

Stencilling Used to Advantage.

F. J. Thompson, with W. E. Maxwell, St. Thomas, has offered a suggestion for a Coronation background which is not too elaborate and could well be carried out by any window trimmer. He has also suggested stencilling as a method of obtaining a border and his entire arrangement is thoroughly feasible.

Across the entire back, a unique double framework is made, which reaches about three-quarters of the height of the background. The centre edges are cut away similar in outline to a shield over halfway to the floor. The ground work of these panels is Royal blue. A plain white border of felt surrounds each panel and is stencilled in gold emblems, rose, thistle, shamrock and maple leaf.

Stretched plainly at top above these panels, gold material is used to give distance and as a background for blue lettering for the words "God Save Our King and Queen." Directly in the centre, from top to bottom, a huge Union Jack is draped and in front of this and between the opening in the panels, a large shield and emblem design is arranged. Shields and flags are also suspended one on either side to relieve any bareness in the gold drapery.

Three pedestals, one in the centre with a bust of Queen Victoria, and at each end vases of carnation flowers or statuettes of King Edward and Queen Alexandria, are placed. In the centre of each panel, lithographs of King George and Queen Mary surrounded with gold and crossed flags are suspended and at intervals, monograms and gold crowns interspersed in each panel.

For completing the ceiling, a huge crown made of Coronation flowers is hung from the top and shields and flags are placed at either side. Ribbons to correspond are intermingled from corner to corner. As a floor design, a huge Union Jack in red ground with ribbon combination is suggested. By crossing these ribbons are made to form the Jack.

To carry out this design effectively and buying manufactured crowns and monograms, expenditure of at least fifteen dollars would be necessary.

Crown, Photos, Pillars and Colors.

E. McEachine suggested a practical background for J. & J. Hunter, Durham, which could be used in any size window. Across the top and ends one-colored material was stretched on plain and in this case it should preferably be white with blue outline.

A crown was cut out of rough lumber with a keyhole saw and covered with gold-covered paper, making a very rich appearance. Coronation blue paper was stretched across the back of this crown to give relief and a unit made by combining two large flags and the completed crown. This unit was placed at the top and a little to the right of the window setting.

Two large posts were made of heavy cardboard and covered with blue. Each pillar was surmounted

by gold-covered balls. Between these posts a gold-framed painting of King George was suspended. Above this and across the ends on the white ground, gold letters were used to announce the Coronation.

To complete this window setting, green foliage was placed in each corner to give a softened, as well as a summery effect in keeping with the goods displayed. If decorators watch closely and avoid cutting materials, this window could be dressed easily within a five-dollar limit and should not exceed that figure.

Attractive and Inexpensive.

Christena Stephen, with K. M. Stephen, Grimsby, Ont., submitted a background that could be arranged by any store in Canada. While not so elaborate in design as others suggested, it would add dignity to any store front and prove a pleasing trim.

A plain white background was surrounded with Union Jacks or materials in which Jacks are woven one into another. Suspended at the centre, a gold crown lined with red proved effective against the white at the back. At either side oval pictures of the King and Queen were wreathed in maple leaves and two beavers introduced, as representing Canada.

The color combinations of red, white and blue with gold and green are all fitting for window display and coronation settings. Estimating flags at 10 cents each, crown at 75 cents and cost of painting wreaths, this background could be made for $2.50 to $3.00, and flags could be returned to stock.

Background for Men's Hats.

J. A. McNabb, with L. J. Applegath & Sons, Toronto, submitted two backgrounds, which are similar in construction and material used. Both use pleated or curtain hangings and a frame work, although individual designs are different.

In one, a colonial effect is gained by placing pillars at each end and in the centre two box-like uprights are arranged, the back one covered with blue felt and the smaller one placed in front, covered with white felt, with the words lettered in blue, "Coronation of Our King, 1911." On the smaller pillar, a cast of the King shows prominently before the blue background and a gold crown with crossed sword and dirk relieves the top of the other pedestal. An emblematic design of six grouped flags completes the setting.

No. 2 consists of an oval frame-work about six inches wide, covered smoothly with blue felt and outlined in white, is made to support a square board puffed with cheese cloth. A British or Canadian coat-of-arms is placed on this and a large crown fitted at the top. This unit is thrown forward by crossed-draped flags, which meet in effective design at the centre back of the setting. A gold curtain is used in straight hanging effect. National colors are also suggested.

For men's wear windows, these designs would prove appropriate and not expensive. They come within a five-dollar estimate and if trimmers desire to carry out this effect merchants, generally, should be willing to consent. A good window should result.

Wave Pleating in White and Blue.

In his sketch for a Coronation background, Jas. McNicholl, with Richard Hall & Son, Peterborough, suggests the use of wave pleating in alternate white and Coronation blue.

A frame is made the exact size of the window. It is suggested that this be in sections so that it will be easily handled and put into place. Upright strips are placed at regular intervals at each end and across the back and to these the materials are fastened. Thus, if material is 36 inches wide, uprights should be 30 inches apart. Selvedge edges are pinned to uprights and goods allowed to fall in semi-circular waves or fold within fold. No damage to fabrics is necessary and they can be returned to stock.

Across the top a single width of goods of Coronation shade extends the entire width of the background and ends. Then along each upright to cover the edges between the rows of pleating, ribbon, preferably narrow and Coronation and white color alternating, is used. For a series of windows these colors could be arranged: white, bordering blue, and blue, bordering white or introducing national shades.

Three floor coverings are possible: green denim, white felt, bordered with blue or marked out with red and blue to represent a flag.

In the centre a semi-circle and pointed canopy is made from light strips of lumber bent into the proper position. This is covered with pleated red, white or blue. Around the front a border material representing small Union Jacks is made by using ribbons and below this on the lower strip, 5 candle power lamps are inserted. These can also be colored red, white and blue, alternately. To further en-

Send in Coronation Displays.

Send along photos of your Coronation trims.

The Coronation season gives the window trimmer in every city, town and village great scope for his ability.

His windows and interiors will express many original and effective ideas.

He will also be called upon to decorate public buildings in competition for prizes offered by his municipality.

The Dry Goods Review in the accompanying article gives many good suggestions.

It is now anxious to obtain photos and all particulars showing how the trimmer measured up to Coronation opportunities.

Photos not only of windows and interiors but of public buildings and halls will be of interest, for all this is within the trimmmers' scope.

For photos available for publication, The Review's Art of Display Department makes it worth while.

Do not be afraid of comparisons.. Send along photos of anything at any time embodying your best efforts. Your ideas may be original and will always help the other fellow.

hance this setting, green velour is draped on each side and in lambrequin effect across the front of the canopy. Gold chains and ornaments are used to hold these in place.

Beneath the canopy and directly in the centre of the window, a small table, covered with a silk Union Jack, is surmounted with a gold crown. To relieve either side, photos of the King and Queen are suspended on a national shield and an emblem of draped flags used as a fitting embellishment.

It is further suggested that a show card bearing the inscription "Long Live the King and Queen" be worked out on a white mat with a flag design in colors in the upper left hand corner.

The amount of material which is lost in dressing this window is very small and small strips can be procured for the frame work at 20 cents each. Five dollars should cover the expense, although lighting might exceed this figure.

Short course in Card Writing

See important announcement Inside back cover of Men's Wear Review

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$9.00 per Dozen

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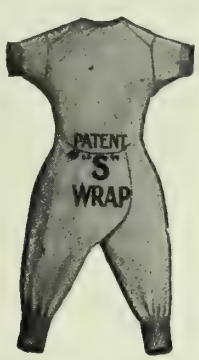
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LADIES'

Combinations fitted with the Patent "S" WRAP, affording complete protection where this is most necessary.

No button is needed, and the garment does not drag when the wearer is sitting.

GENTLEMEN'S

"STAR" Seated Pants and Drawers. No seams at fork, up back, or down inside of leg to chafe, or give way. All wearing parts are strengthened and extra spliced.



These Specialities are made of Unshrinkable Wool and can also be obtained in Merino, and Silk and Merino.

ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

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Messrs. I. & R. MORLEY and Geo. BRETTLE & Co., Lon., ENG.

THE LEADING ENGLISH UNDERWEAR.

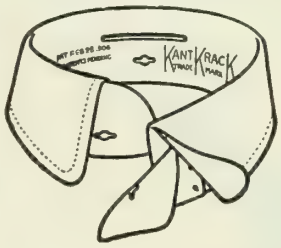
K K

There Is One Perfect Linen-Coated Collar!

When you show your customer the special features of the

KANTKRACK COLLAR

he will see at once that it is the only collar that will absolutely sat sfy him. It has a patented flexible lip that relieves the strain on the front fold.



Patented Feb. 20, 1906
" May 5 1908
" Oct. 27, 1908
" Oct. 27, 1908

Beware of Infringements.

It has a patented slit in the back which prevents the annoying pressure on the neck from the back button.

It is extremely pliable, conforming perfectly to every movement of the neck.

You don't have to persuade a man to buy the KantKracK. Show it, and he won't buy anything else.

MANUFACTURED BY

THE
Parsons & Parsons
CANADIAN CO.

Hamilton :: Ontario

K K

New Hosiery Numbers

Men's Silk and Lisle Hosiery Having a Good Run — Cashmere and Heavier Lines for Fall — Preparing for January Delivery.

In men's silk hosiery, all the leading plain colors have had an exceptional run at the mills. Men's furnishers are successfully featuring ties and silken hose to match at popular prices. Tan, ox-blood, pearl, grey, helio, myrtle and light shades have been proportionately taken, and retailers expect a splendid sale from now until the close of the summery season.

Some buyers state that cadet blue is going to drop out, and except for special orders none are being dyed. Some of the darker colors have also been discarded.



Men's "All Silk" hosiery boxed in quarter and half dozens at a popular price, all shades included. Manufactured by Penmans Limited, Paris

There will be no changes in qualities in either silk or regular stock lines, as far as the manufacturer is concerned. It is expected that new machinery will have to be installed to meet the January delivery demand on better grades and high class lines, especially silks and lisles will be made of the best yarns it is possible to procure.

Men's lisles to retail at half a dollar have proved most popular. They have sold in all the leading colors. A new line at $3.75, which allows a fair measure of profit when sold at fifty cents, has proved to be a selling number since it was introduced. The features are special insert everlast toe and heel in combinations of blacks, tans, pearls, etc., in contrasting shades. In the mercerised lisles, the line to cost $2.10 doz. have proved a good selling number as was to be expected. All the staple shades are offered.

For Fall placing, the regular lines of cashmere are shown, combining latest improvements, possible by means of up-to-date machinery. All the staple heavier makes in winter weights are now on the machines, from the cheaper grades made of two-ply natural Canadian wool to the heavy qualities suitable for prospecting, lumbering and outdoor vocations

"I regard business as a most interesting study. There is something new to learn about it almost every day. The moment a man thinks he knows it all, it is time for him to step out, for the fellow next door, who is still learning, will overtake and pass him."—G. B. Ryan, Guelph.

Buyers' Guide

LOOK AT YOUR CEILING!

A few dollars would replace that with a fine new Art Metal Ceiling, that won't crack, fall down or discolor. Fire-proof, permanent and ornamental, too. A post-card brings particulars without obligation to you.

The Galt Art Metal Co., Ltd., Galt, Ont.

HANSON'S

WOOLLEN SOCKS

G. E. Hanson - Hull, Que.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Counter Check Books

F. N. BURT COMPANY, Limited

Toronto and Montreal

Write for samples.

Ideas That Are Worth While

Some enterprising merchants have found it a good scheme to advertise that, during the Summer months "a cool glass of Spring water" will be given to any customer who asks for it.

This is fully taking advantage of the agitation for healthful water and the necessity for having filtered water to drink as a precaution.

* * *

• • •

Small tables in mission design and round tops have proved very effective in some stores when placed in the aisles or at prominent locations. Of course these are finished to match the other interior fittings.

Only high-class trims and showings of fashionable silk dress goods and trimmings are made and each is arranged in unit design suggesting proper matching of colors and accessories. These displays prove attractive and interest aroused often results in sales not otherwise possible. At some seasons these arrangements are made of particular educative value in regard to style trends.

• • •

To enable advertisers and window trimmers to co-operate, merchants have found that printed sheets are advisable. A consultation is held each week and the next week's business laid out. This allows the trimmer to plan ahead and ad.-men to prepare copy with better success. These window schedules are adhered to as strictly as possible and it has been found that one week ahead is sufficient to plan so as to give unexpected events full publicity when necessary.

• • •

In view of the half-holiday and early closing policy of the Summer months, a notice hanging over the office, near the elevator or other prominent places, is sometimes found advisable. This notice reads, "This store closes at five o'clock, but opens at eight." As a hint and comparison, two objects are reached and the suggestion given that in return for liberality and shorter hours, prompt arrival to business is expected. Some salesmen are apt to consider this matter in an entirely different light and because others take undue advantage, feel inclined to do the same. For bright merchandising, it is necessary to be in departments at eight o'clock and in some cases should not prove a hardship, if even a few minutes earlier were adhered to.

• • •

One merchant has a novel method of overcoming "spiffs" which are fast becoming a thing of the past.

Salesmen are asked to list in a small book, which is placed conveniently for them, any sales made of slow or otherwise, perhaps, undesirable stock. From time to time clerks are congratulated and a measure of encouragement given for their ability as salesmen. In this way, full recognition is possible and salespeople are not humiliated by thinking that if they are worth so much a week they should get it without having to work on "spiff" merchandise. Another feature lies in the willingness to show otherwise neglected stock instead of always passing to more popular styles or fabrics likely to be easier sold. This method also overcomes the tendency to show older goods first with the result that the store is apt to get a reputation for old stock. A true spirit of salesmanship and personal ability is encouraged and fostered. Extra incentive to offer less desirable lines intelligently and with tact, is generally the rule.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

L. BAUMAN & CO.

The largest Importers and Manufacturers of Artificial Flowers, Vines, Sprays, Palms, Bouquets, and Window and Interior Decorations.

359 W. Chicago Ave., CHICAGO, ILL.

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

Do You Want Agencies for any line? If you do, write to The Dry Goods Review, Toronto :: ::

This space will cost you only $25.00 a year, and your ad. will go to 5,000 merchants each month.

ADVERTISING CUTS

For Dry Goods, Department and General Stores. For Newspaper, Catalogue or Circular Advertising. Send for our big catalog. It's free. Cuts 20 cents each.

Syndicate Cut Company
38 Park Row - NEW YORK

Write for Information.

about any line of goods you do not see advertised in The Review. We will gladly procure the information and supply it free.

THE DRY GOODS REVIEW.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

I WILL BUY FOR YOU

With headquarters in Paris, I am prepared to act as buying agent for Canadian firms. I am particularly well situated to buy all kinds of millinery, hat forms, ostrich feathers, flowers, trimmings, ribbons, etc. Can furnish best of references. Inquiry solicited.

ERNEST VEIT

19 Passage des Petites Ecuries, - Paris, France

Correct Wear for June Bridegroom and Best Man



Fashion has ordained grey to be a most approved color for accessories for the afternoon wedding. In the above grouping the vest, gloves, necktie and hosiery are of grey, though vest of white silk, or fancy vesting is often worn. The groom presents a box, similar to the above, containing gloves and necktie, to the best man, and accompanies it with a favor in the shape of a stickpin or links, sometimes both. The round tab collar is coming into favor for dress occasions, though all prevailing styles are worn.

The cane for such an occasion should be slightly heavier than the swagger styles used in ordinary street wear, with ornate inconspicuous mountings of gold or silver. A tight rolled umbrella with neat handle is recognized as a good substitute for the cane.

The correct jewelry to be worn by the bridegroom and his best man is of pearl, or plain gold, in very neat effects.

The silk hat shown here is illustrative of the style approved for coronation wear, and embodies the latest lines.

For the use of neckwear, vest, hosiery, gloves and jewelry illustrated here The Review is indebted to Harcourt & Son, Ltd., King Street West, Toronto; for canes and umbrella, to the Irving Umbrella Co., Toronto, and for the silk hat to Fred Grills & Co., Toronto.

Cupid Makes June Month of Opportunity

Good Business Should be Done in Better Class Lines — The Correct Thing for the Day Wedding — Summer Permits of Many Informalities — Grey in Strong Position — Itemized Lists Make Good Advertising.

DURING the present month, men's wear stores and departments will be called upon to meet the requirements of many young men who have now decided to marry. All months have their weddings, but June is the month. Whether the bridegroom belongs to the ranks of society or not, there will be new toggery of every kind to purchase, and for accessories, such as this, it is always possible to sell higher-class lines, no matter what the social distinctions may be or how one may be inclined to look at the relative standing of different parties. One man will consider the expense of such an occasion as a matter of course, and not as calling for any extraordinary preparations in his already well-ordered wardrobe. He is the man who is not troubled with the financial aspect of the matter. Another prospective bridegroom will have reason to be more careful, but what he does for the occasion will be good. If it is not, it is the salesman's fault.

Some Wardrobes Always Ready.

In some circles it is regarded almost bad form for a man to buy an entirely new outfit for his wedding. He is snpposed to have his wardrobe so well equipped that such a thing would be somewhat unnecessary. But to the man who can only afford to buy two suits a year, and who must make one of these answer for special occasions, the expense is comparatively greater.

What will my outfit cost? is the question that confronts most men, as he views the nuptial scene in advance. Enquiry will reveal to him the fact that he may spend almost any amount from $75 to $200 upon himself. It would appear that a good form of advertising for the retailer would be a space, prominently placed, giving a complete list of the bridegroom's requirements, with some particulars as to the accessories that he should purchase for his best man.

The Correct Outfit.

Two suits are required for actual wedding purposes, one in which to get married and the other for traveling. While the frock coat was formerly the stylish garment for the day wedding, it is giving way to the morning coat or cutaway of black or very dark grey, while the trousers are of dark grey with small stripes or other very neat pattern. The waistcoat should be of grey or white silk or mercerized fabric, either plain or with very conservative pattern, such as hairline stripes or self tones. Although fancy vests have not had a strong vogue of late, the demand will undoubtedly improve for the next few months, and the dealer should not only have a fair assortment of the ready-to-wear article or a nice range of fabrics to select from.

Grey is, of course, the very popular color for all accessories, such as tie, gloves and hosiery, while some authorities do not hesitate to say that a shirt of very pale grey is entitled to approval. While many haberdashers are carrying the flaring-end Ascot tie for such occasions as these, the great call is for the four-in-hand with open end, as in the illustration. There is considerable latitude as to the collar, almost any of the prevailing styles being correct. The small rounded tab, illustrated, is likely to be received with considerable favor. So far as jewelry is concerned, there is a narrow range. Necessity demands at least cuff links and stick-pin, and these should be very neat in plain gold or pearl.

At this time of year, while the silk hat is absolutely correct, the season opens the way to exceptions, and bowlers and straw hats are sometimes worn. Very often the morning coat is eliminated entirely and the groom and his best man appear in sack suits of blue serge and straw hats. These informalities are generally considered quite sensible.

For the Best Man.

For his best man, the bridegroom provides all accessories, such as gloves, necktie, and often a little favor in the shape of a dainty stick-pin. It is a very pretty fashion suggestion that hosiery, gloves, vest and neckwear be all of the one color. The stylish cane for the day wedding is a trifle heavier than that used for swagger wear, and more suggestive of ceremonial purposes, though exceedingly neat, with mountings, if any, that are by no means elaborate. A tightly-rolled umbrella, hardly thicker than a cane, with handle in good style, is now sometimes substituted for the cane.

In the accompanying cut The Review has illustrated an equipment that is absolutely correct. The group includes collar, with small tab and grey open-end silk Derby, group of the more stylish cane and umbrella handles, grey vest, with self stripe pattern, pearl buttons, silk hat of the latest shape, with moderately accentuated bell and neat brim, box containing stick-pin and links of pearl, half hose of grey silk with neat clock, white linen handkerchief, box containing pearl grey silk tie and grey suede gloves. Neat boxes for the tie and gloves should be kept in every men's wear store for just such occasions as this.

Cupid will make of June a month of rare opportunity for the men's wear dealer. They should work together on the proposition. The former has his own peculiar methods of advertising, but the latter has his windows, the newspapers, the neat card, and other means by which to attract the young man with the fluttering heart.

Novelty Cards For Coronation Trims

The Crayon Written Card a Winner on Various Occasions — How the Appropriate Colors May be Effectively Used — The Blue Pencil Idea

By J. C. Edwards, with A. W. Cressman, Peterborough.

Everything is coronation, and newspapers are full of this coming rare event. Manufacturers of various articles are taking advantage of it to introduce some new fabric, garment, or christening a new shade, coronation blue, coronation red; everything is coronation and will be for some time to come until another popular or noted event transpires. We take this opportunity to suggest a few suitable show cards to be used in the trims of men's wear after the King's birthday, June 3rd.

The three cards, Nos. 1, 2 and 4, refer directly to the event now so close at hand. The two cards, 1 and 4, may be used any time after June 3rd, while No. 2 should be used nearer the date of the coronation.

No. 1 makes a very appropriate neckwear card, where the coronation colors are being shown, it being made of black, white and grey, which do not clash in any way with the brightest shades, and being a direct contrast, stands out more pronounced.

Men's wear is generally shown in a small or moderate-size window; this being the case, the small panel card here shown is, we believe, the neatest and most proper.

Card No. 1 is a grey mat, with a black bevelled oval mounted on it, and illuminated with a black and white beading, giving a plaque effect. The lettering is done with a small flat sable brush in the Roman upper and lower. No. 4 card introduces the Union Jack as a background for the crown, the color scheme being yellow shading into the deep browns or sepias on white, with black Roman lettering executed with small flat brush, and the main words, "Coronation Toggery," shaded with sepia.

Should We Emphasize Price?

Show cards for the coronation trims should not under any consideration bring out price as an attraction. The idea is something more grand and gorgeous—more display and fashion. Coronation in itself suggests richness, dignity, grandeur, and mere price is not thought of, nor should it be made a window attraction for coronation displays or in the exhibit of coronation goods.

The window trimmer and card writer will have chance enough in the month of June to display his ideas and put forth his best in his work.

Royal Blue, Red, Purple.

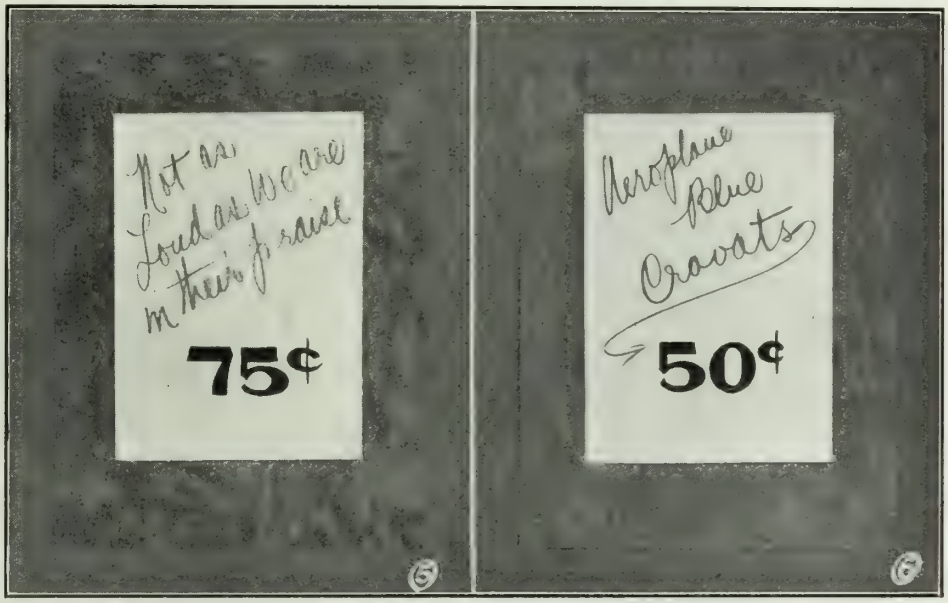
The shades which will be used this month in the color schemes of displays will run largely to the royal blue, red and purple, and, of course, white. Suffice it to say there will be as many shades of royal and coronation colors as there are trimmers in the country, to say nothing of card writers. This, of course, in the smaller stores must be looked for



Appropriate cards for coronation trims. By J. C. Edwards

to some extent, as the stocks at the disposal of the decorator are more or less limited.

The card writer will find he will have his hands full if he tries to mix the royal shades out of dry color to get them to correspond with the royal shades used by the trimmer. We would advise him to keep strictly away from colors of any kind and adopt the contrast idea displayed in the show card No. 2 shown here. The crown itself is black and white, and the lettering black on white, mounted on brown; the latter may be supplanted by black or any other dark shade.



Effective use of the old-fashioned pencil card. By J. C. Edwards.

In introducing the next three novelty cards, Nos. 3, 5 and 6, we are simply reviving the card which many a country store clerk made years ago, before card-writing had reached the rural district—and even before hand card-writing was known at all. Even now the same thing will be seen in the country village, and we have seen it in small towns and cities. We have known the crayon card to be used in a large American city, by one of the swellest clothing shops, and the way this crude card took with the general public was marvellous, resulting in the building up of one of the best and most progressive businesses in the city. Why? Because the people like novelty, and they got it in this crude card. They talked and watched and read good, catchy, snappy phrases and then bought.

Of course, we would not advocate the small store which had not used good show cards trying it at all; the public would not appreciate it; but let a smart shop in town adopt it and see the result. We advise the application of a touch of good lettering or decoration with it to avoid the thought that it was for want of a card-writer that it was used. However, this is not necessary if the store is the right kind.

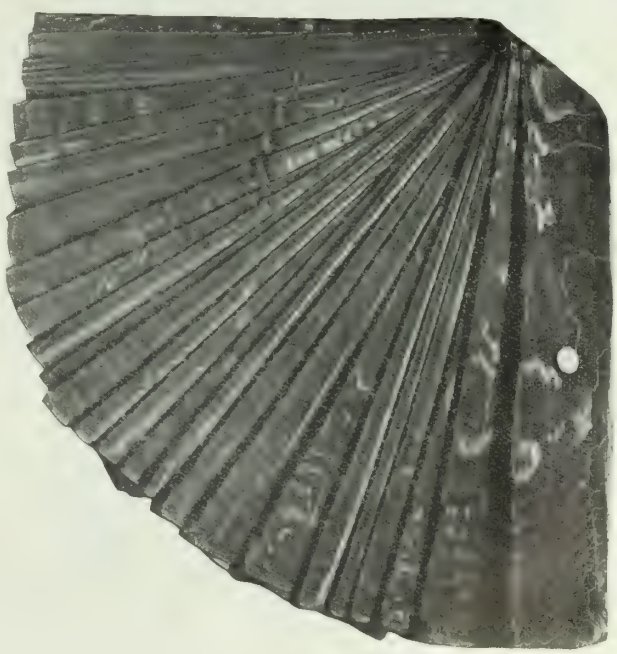
Sample No. 3 shows the crayon announcement applied over a relief panel of brown, which gets a little away from the "of necessity" idea, and, we think, makes the card more attractive.

Blue Pencil Sale.

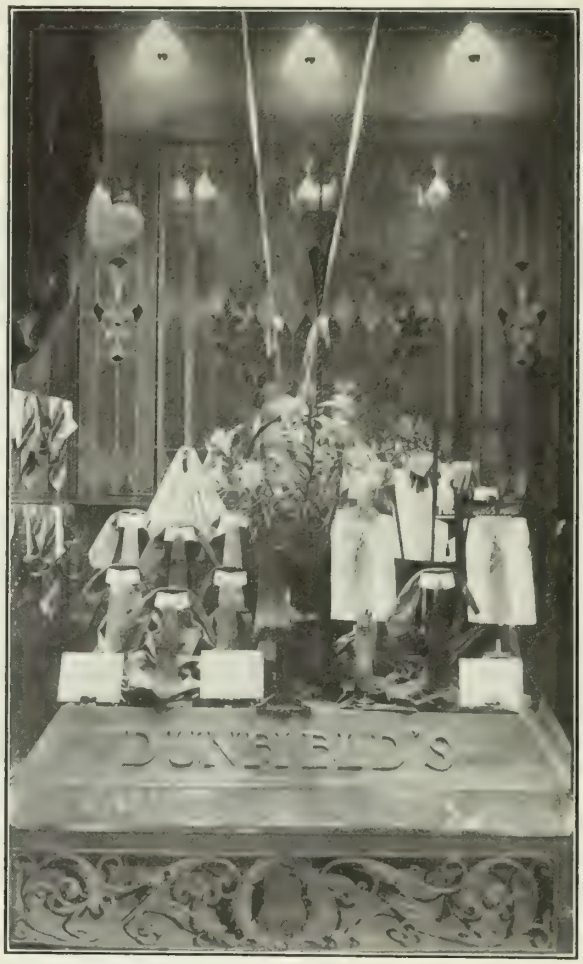
The two cards, 5 and 6, might be termed photo mounts used as price tickets, being written with the crayon, and the price lettered with the brush. This idea has been carried out in our annual blue pencil sale in January. All advertising cards were lettered with a blue pencil and the price cards given strength with the aid of the brush. Bulletins and rig cards were carried out the same, and made very striking signs, out of the ordinary, and entirely different from the usual run of advertising cards. This is a day of antiques in everything; show cards must fall in line.

Slingsby Mfg. Co., Brantford, are completing their new water power plant. The cost of this work is estimated at $25,000 and the connections are particularly conducive to cheaper manufacturing, as far as power is concerned.

At present, this mill requires about 400 h.p., but with the new improvements, 600 h.p. will be available if needed.



Silk moire antique in Coronation shades. Shown in new neckwear samples by The Novel-Ti Co., Peterboro.



An effective men's wear window by Glen S. Case with Dunfield & Co , King St. W., Toronto.

Although this window was trimmed for Easter, it embodies a good suggestion for a June wedding display.

A fancy basket is here suspended from the window top and filled with Easter lilies. For June, orange blossoms or roses could be substituted and wedding accessories attractively arranged.





Suggestive shirt and summer wear units for interior or window display by Reg. Brown with The Cressman Co., Peterboro.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in neat black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Conditions Leading Up to An Assignment

Some of the Danger Spots to be Guarded Against — Summary of Two or Three Actual Cases — Tendency to Move Along Line of Least Resistance — Applying the Remedy.

By Howard R. Wellington

THE writer has been interested recently in studying the varied statements submitted by assignees of estates and the apparent cause of the failure in business. By sizing up the situation, keeping in mind the location of the business in each case, the conditions existing prior to the trouble may be surmised, and if merchants would devote some time in the study of such cases, and profit by them, there would undoubtedly be fewer business lapses to-day.

Too Much Stock.

We all admit that the merchant who carries too much stock will come to grief sooner or later, as this is undoubtedly one of the most common causes of failure. It is a very difficult proposition to know exactly how much stock to buy, as our climate is so erratic that a season may be very short or late and the merchant finds himself heavily stocked in goods which are out of season. The only remedy is for the merchant to use extra care and good judgment in the assortment of merchandise for any one season, keeping in mind the district in which he is located, the customers who come to his store, and the amount of capital he can afford to have tied up in the different lines.

Too Little Profit,

The strong tendency is to move along the line of least resistance, which is to sell goods at a small margin of profit, but we should remember that anyone can give goods away, but it takes a keen, up-to-date business man to sell goods at a profit.

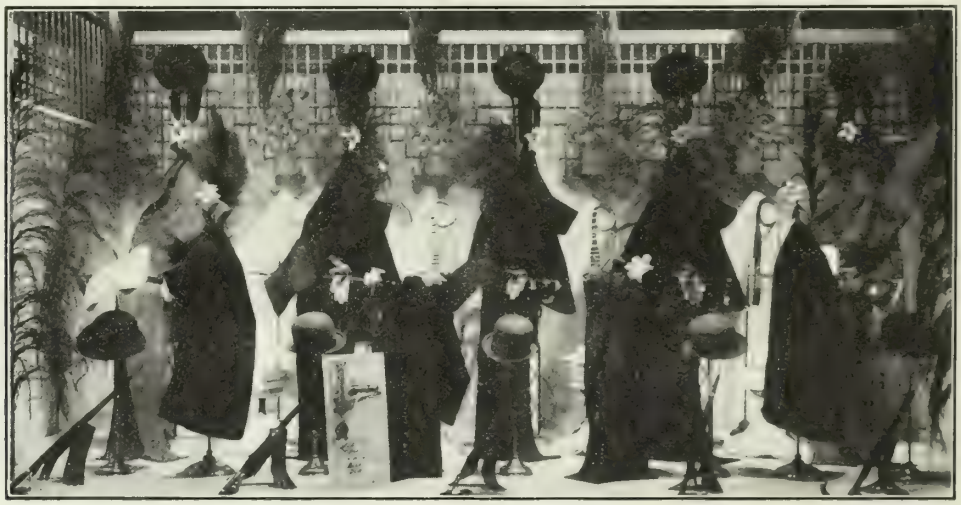
A salesman who disposes of goods at prices reduced from regular is actually only an order-taker and is of no practical help to his house.

We realize that a certain margin of profit cannot be added to every line carried in a general store, because competition is too keen on such lines as have standard recognized prices, and it is impossible for a merchant to get more than an advertised price, but on other lines a larger percentage of profit must be added to average up the whole.

Percentage of Expense.

It is generally admitted that the average percentage of expense for operating an ordinary store is between twenty (20%) and twenty-five (25%) per cent. It stands to reason, therefore, that you must average your addition for profit at more than 25 per cent.

A merchant must find out for himself which lines will permit of the addition of a larger percentage of profit, as it depends largely on the location and the proximity to a larger centre which is approached readily by the townspeople.



The idea worked out in this window by Warren Andrews, of the Anderson Co., St. Thomas, could be used to advantage in a display of men's clothing and accessories for mid-summer wear.

Actual Instances

In order to give some idea of the varied forms of assignments, we give below three actual cases. The figures are changed slightly, but the general effect is the same:

No. 1—

Assets:		
General stock		$ 32,000
Furniture and chattels		3,000
Cash and bank		800
		$36,000
Liabilities:		
Bank	$ 2,000	
General	30,000	32,000
Nominal surplus		$4,000

Condensed Advertisements

AGENTS WANTED.

AGENT WANTED by first-class Saxony lace firm. Must be well connected. Apply to "L.P., 6414," care Rudolf Mosse, Plauen, 7V, Germany.

AGENT—First-class Calais lace firm want Agent in Toronto, Montreal, Winnipeg and Quebec. Live connection and highest references required. Commission only. Reply Box 54, DRY GOODS REVIEW, 88 Fleet Street, London, England.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses and large retail stores, and references must bear the strictest investigation. Write full particulars in first instance to Box 8, DRY GOODS REVIEW, Toronto.

AGENT WANTED FOR CANADA on commission by an English firm; actual manufacturers of Hair Nets, Hair Switches, and all hair goods; also preparers of all kinds of Hair for high-class hairdressers. Applicants must have established connection with first-class wholesale houses, and references must bear the strictest investigation. Write full particulars in first instance to DRY GOODS REVIEW, Box 679, 92 Market St., Manchester.

AGENT WANTED FOR CANADA on liberal commission, by a London firm of Foreign Fancy Goods (Ladies' Belts, Bags, Hatpins, Neckwear, Haberdashery, Smallwares, etc.); one partly engaged with another firm, must have first class connection amongst Drapery and Fancy Houses in Montreal, Toronto and Quebec. Reply Box 65, DRY GOODS REVIEW, 88 Fleet St., London, England.

LONDON MANUFACTURER wishes to get in communication with Agent calling on leading Retailers in Canada to sell following lines: Ladies' and Children's White Cotton Underclothing, White Underskirts, Flannel, Nuns' Veiling and Flannelette Night Dresses, Baby Linen and Infants' Frocks. Good and medium class only. Liberal commission. Write giving London references. Box 63, DRY GOODS REVIEW, 88 Fleet St., London, England.

MAZAMET WOOL—Agent wanted selling on commission in Canada. Write B. J. Rives & Co., Mazamet, France.

PEARL BUTTONS (Japanese). — First-class London firm require a smart Agent well in with big buyers. Must be able to do a large trade. Write fullest particulars and references to Box 404 at Horncastle, 61 Cheapside, London, England.

REQUIRED young energetic agents residing Montreal, Toronto, Winnipeg and Vancouver, to sell Blankets, Gloves and Rugs for well-known English firm, doing largely with Canadian Wholesalers for nearly 20 years. Applicants must have thorough knowledge of this trade and active business connections with buyers of such goods. State full particulars, references and terms in strictest confidence to "Universt," c/o Streets, 30 Cornhill, London, England.

AGENCIES WANTED.

AGENCIES for British Columbia wanted. Communicate Canadian Importing and Jobbing Co., Carter-Cotton Block, Vancouver.

AN experienced, wide-awake firm of Nottingham Agents is open to undertake the exclusive buying of laces, embroidery, hosiery, Manchester and all dry goods for a first-class Canadian concern. Address Box 1511, NEYROUD & SONS, Advertising Offices, 14-18 Queen Victoria Street, London, E.C., England.

FIRM OF AGENTS in England are open to act as Buyers for Cotton, Worsted and Woollen Piece Goods. 8063, Williams's Advertisement Offices, Bradford, England.

TRAVELER, with good connection in Toronto and Ontario, would like more good lines for furnishings and dry goods trade. Box 15, DRY GOODS REVIEW, Toronto.

BUSINESS OPPORTUNITY.

FOR SALE—Dry Goods and Men's Furnishings business in a thriving industrial town in British Columbia. Turnover more than $40,000. Profits between $7,000 and $8,000. Doing practically all cash trade. This can be considerably increased. Owners retiring and will sell at cost price, about $25,000. About $12,000 cash is required, balance can be arranged. This is a good, sound business and will stand the strictest investigation. Box 101, DRY GOODS REVIEW, 347 Pender St., Vancouver, B.C. (1.t)

TO RENT—A brick store in the centre of the business section of the town of St. Mary's, Ont. Well equipped and fitted throughout. Very suitable for retail dry goods or boots and shoes. For full particulars address R. T. GILPIN, St. Mary's, Ontario.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (3ch)

TO RENT—A large dry goods store in first class condition in a town of thirty-five hundred, situated in the centre of one of the best fruit districts in Ontario. Apply 54 Hambly Avenue, Toronto. (1)

ADVERTISING CUTS.

LIVEN UP YOUR ADVERTISING by using our millinery, ready-to-wear and general dry goods cuts. We have prepared a great many attractive and timely illustrations which will lend character and distinctiveness to your advertising. Send to-day for proof sheet and prices. Advertisers' Stock Cut Agency, Mail Building, Toronto, Canada. (4-11)

WANTED.

DRY GOODS SALESMAN for country trade, with five or six thousand dollars to invest, to acquire interest in well established business, doing the best trade of the district and showing good returns every year on investment. None but experienced, capable man, thoroughly conversant with country trade, dealt with. Box 7, DRY GOODS REVIEW, Toronto.

MISCELLANEOUS.

ACCURATE cost keeping easy with a Dey Cost Keeper. Automatically and exactly records time spent on each job. Several jobs recorded on one card. For small firms Dey combines employees' register and cost keeper. A machine for every business. Write for catalogue. International Time Recording Company of Canada, Ltd., 29 Alice Street, Toronto.

BUSINESS-GETTING typewritten letters and real printing can be quickly and easily turned out by the Multigraph in your own office —actual typewriting for letter forms, real printing for stationery and advertising, saving 25 p.c. to 75 p.c. of average annual printing cost. AMERICAN MULTIGRAPH SALES CO., Limited, 129 Bay Street, Toronto.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating & Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver. (tf)

ELLIOTT-FISHER Standard Writing-Adding Machines make toil easier. Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

FIRE BUCKET TANKS AND OILY WASTE CANS cost little and soon pay for their cost in reduced insurance rates. Large reductions result from the installation of Fireproof Windows, Doors and Skylights. We are specialists in these lines and can quote you a close price consistent with really fireproof goods. A. B. ORMSBY, Ltd., Toronto and Winnipeg.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

HUNDREDS OF TYPEWRITERS of every make and condition are being traded in as part payment on the famous MONARCH. Price and quality are the levers we use to prevent over stock. We believe we can give the best bargains in rebuilt typewriters in Canada. A postal will bring our catalogue and full information. The Monarch Typewriter Co., Ltd., 46 Adelaide St. West, Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Co., Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, give better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (tf)

MOORE'S Non-Leakable Fountain Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co. Limited, Toronto, Sole Agents for Canada.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

FOR SALE.

CASH REGISTER, stylish nickel-plated detail adder. Registers one cent to twenty dollars. 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Company, Orillia, Ontario. (2)

FOR SALE—Department store in good Alberta town. Stock $25,000; yearly turnover $100,000. Address, Box 1226, Calgary.

WAREHOUSE TO RENT

AT REGINA, SASK., a first class distributing point. New wholesale warehouse flat, 40 x 100 feet, electric lighted, steam heated, electric elevator. Dry goods or gents' furnishings preferred. Write Westman's Agency, Regina.

LACES, NETS, ETC.

LACES—Job Laces, Torchons, Vals, Nets, etc. Buy direct from the firm on the spot. Sample parcels, 2, 3 and 5 dollars against Money Order. Enquiries solicited. ROSS, 224 St. Anns Well Road, Nottingham, Eng.

SALESMAN WANTED.

SALESMEN AND SALESWOMEN WANTED—Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 265, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

No. 2—

Assets:

General stock		$ 14,000
Fixtures, etc.		1,000
Cash and bank		50
		$15,050

Liabilities:

Bank	$ 1,000	
General	10,050	11,050
Nominal surplus		$4,000

No. 3—

Assets:

General stock		$ 32,500
Furniture and chattels		1,000
Cash and bank		500
Book accounts		4,000
Property		6,000
		$44,000

Liabilities:

Bank	$ 10,000	
General	60,000	70,000
Deficit		$26,000

In the case of No. 1 the difficulty is a lack of capital, probably from the start. The turnover must have been large, probably about $80,000, but the liabilities were so heavy that it would be necessary to renew paper every month, lose all cash discounts, pay heavy interest and exchange charges.

The small margin added for profit is nearly all eaten up with these charges and also with the running expenses referred to above, of about 23 per cent.

The only redeeming feature of a business in this condition is the large turnover, which is really remarkable for the capital invested.

The Remedy.

The only solution of such a situation would be an extension spread over a term long enough to permit of a small addition to capital each year. To effect this profit, better prices must be obtained on some lines. It may be necessary to sell staple lines on a very close margin, but on other lines prices should be marked up even slightly. If at all possible, the expense should be reduced to 18 per cent. This would give a fair profit, which would increase capital each year and the concern would win out by a strenuous effort.

Compare No. 3 with No. 1. The stock is practically the same. The only material difference in the assets is the real estate, in addition to No. 3.

The business in the case of No. 3 was a very large turnover, probably three times as much as No. 1, but the stock must have been sold recklessly at only a small profit or none at all.

In such a case, conditions must have existed for some time and renewals been frequent.

The stock is not too heavy in this case, but the selling prices were not right. The expense was comparatively light, and while it would be an utter impossibility to pull such an affair out of the hole, material improvement could have been made by making at least a margin to cover expenses.

No. 2—In this case the principal difficulty is a large stock. In a comparatively small place with a very limited number of customers it is generally a physical impossibility to unload a heavy overbought stock. There is very little enthusiasm created and a customer who has been in the store once is not appealed to again.

At the same time, if the stock is well assorted and an extension is granted for a long time, we believe No. 2 would win out. It requires a great deal of pluck to tackle a proposition of this nature, and a great deal depends upon the condition of the stock whether sufficient interest could be created to make the attempt.

ADVERTISING INDEX

A.
Arlington Co... 141
B.
Bartell Patent Pocket Co... 133
Berlin Suspender Co 143
Buyers' Guide... 149
C.
Canadian Converters Co., Ltd...135
Cash, J. & J., Ltd... 131
Cravanette Co., The... 143
Canadian Underwear Co... 145
D.
Deacon Shirt Co... 145
Defiance Mfg. Co... 147
J.
Jackson Mfg. Co. 141
K.
Kirk, Sam... 139
M.
Matthews, Towers & Co... ....
Inside Front cover
P.
Parsons & Parsons . 18
R.
Reid, A. T. & Co... 145
S.
Semi Ready Co...Outside front cover
Sword Neckwear Co... 129
T.
Tooke Bros ... ... Outside back cover
W.
Wreyford Co... 141
Waterhouse, Thos. & Co. 143

EDITORIAL CONTENTS

Buyers' Guide 149
Conditions Leading up to an Assignment 155
Condensed Advs. 157
Cupid Makes June Month of Opportunity 151
Correct Dress Chart 155
Frank Stollery's Smart Haberdashery Store 152
Hosiery 148
Honey Browns 130
Jess Applegath's New Store 137
Novelty Cards 152
Men's Wear Displays 154
Style and Market News 127
Sweater Coats 130
Winners in Coronation Contest .. 138

Young Man! What Are You Going To Do To-morrow?

TO-DAY you are an ordinary, every-day clerk; a salesman drawing a fair salary for your services. What will you be to-morrow? What does the future hold for you? You may say "*Oh! Let to-morrow look after itself; something will turn up.*" That's very well; but, if you ask your employer how it came about that he is to-day the head of the establishment, he will tell you that he didn't sit down and wait for *something to turn up;* he got busy and turned that *something* up himself. Now, you get busy on this proposition and don't waste your valuable time. Watch for the July 1st issue of this paper—Card-writing free to all who will get into line.

Have You Planned For Your Future In The Business World?

THERE are possibilities presenting themselves to you every day. This is one of them. Don't turn it down, but, consider it well. Card-writing, to-day, is one of the main branches in the publicity of all lines of business—Dry Goods, Clothing, Grocery, Hardware; yes, for every line you could mention. Ninety-nine business places out of a hundred want live, trade-pulling show-cards; two out of that ninety-nine can afford to employ a man to do this work exclusively. What are the other ninety-seven going to do? One of the salespeople must do it, and that one will get the extra money. Will that one be *you?* Will you take your future in your own hands?—Listen:

July 1st number of the Dry Goods Review will contain Lesson No. 1 of the most practical course on Show-Card Writing ever offered the beginner. This is

The EDWARDS Short-Cut SYSTEM of Card-Writing

the only course to-day that is modern, practical and easy to grasp, leaving out all RED TAPE and dealing exclusively with the very best alphabets, used by the best card-writers all over the country—from the Atlantic to the Pacific. The course will be run in twenty consecutive numbers of this paper, beginning with the July 1st issue. Subscribe now, and get the complete set of full-page lessons with a full page of instructions and samples of cards showing the alphabets put into practice. A whole course in practical card-writing for only the price of a year's subscription to Dry Goods Review.

THE MACLEAN PUBLISHING CO., LIMITED

MONTREAL TORONTO WINNIPEG

Tooke

DOUBLE COLLARS

Have exactly the right tie space

Every TOOKE double collar, high or low, close fitting or cut away, has enough space to allow the tie to slip easily, yet not enough to make it flare out in front.

This space is not the result of a special method of ironing, which a laundry will never duplicate—it is the result of careful designing and accurate cutting.

For each type of collar we have figured out just how much "spring" is required to give enough tie space, and for each type we have made a special die shaped accordingly. With this die each collar is cut out separately – not in a pile with a lot of others.

When you consider that a variation of $^{1}/_{16}$ of an inch will make the tie bind or the collar flare too much, you see the importance of this cutting out each collar by itself. By this means we make sure that each and every one is exactly the shape we designed it to be, and has exactly the same amount of tie space.

This is one of the reasons why TOOKE Collars are "Canada's Best" and most popular.

QUARTER SIZES **THEY FIT**

2 FOR A QUARTER

TOOKE BROS. Limited, Montreal

Manufacturers of Shirts, Collars, Cuffs and Neckwear, and Importers of Men's Furnishings.

CAMPBELL'S LINEN THREADS

WHETHER for household or for manufacturing purposes CAMPBELL'S LINEN THREADS are the most satisfactory to handle; our steadily increasing sales are witnesses of their popularity. They are uniform, strong and smooth and are made solely from the finest quality flax.

You will be pleased with the prompt delivery.

ALL LEADING WHOLESALERS STOCK CAMPBELL'S THREADS.



Agents for Canada

John Gordon & Son

Toronto Montreal Winnipeg

To the Trade June, 1911

Mid-Summer Sorting

Our stock in the following departments is now complete, for the Mid-Summer Sorting Trade.

MEN'S BALBRIGGAN UNDERWEAR
NEGLIGÉ AND OUTING SHIRTS
MEN'S COTTON HALF HOSE
LADIES' AND CHILDREN'S
COTTON HOSIERY AND UNDERWEAR.
LACES, MUSLINS, DRESS GOODS,
WASTINGS, RIBBONS, EMBROIDERIES

Your Letter Orders will receive careful and prompt attention.

John Macdonald & Co., Limited
TORONTO

VOL XXIII NO 12

DRY GOODS REVIEW

MID - MONTH - ISSUE · JUNE 15TH

The Sox That Always Lead



MARATHON
WEAR GUARANTEED.

MARATHON
WEAR GUARANTEED.

THE CHIPMAN-HOLTON KNITTING CO, LIMITED

Largest Hosiery Manufacturers in Canada.

E. H. WALSH & COMPANY.
SOLE SELLING AGENTS

HAMILTON, WELLAND.

TORONTO, MONTREAL AND WINNIPEG.

July 1st Issue

Special Fall Number

Advance orders, reserving space in this big issue, are coming in fast. Let us know early what space you will require in this, the largest issue of Canada's best and most authoritative Dry Goods paper ever published.

REMEMBER, All buyers worth while will receive a copy of this issue.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

IN WHICH IS INCORPORATED THE CANADIAN MILLINERY REVIEW

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Cable Address:
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CHIEF OFFICES:

CANADA—
MONTREAL - - 701-702, Eastern Townships Bank Building
TORONTO - - - - - - - - - 143-149 University Ave. Telephone Main 7324
WINNIPEG - - - - - - - - 34 Royal Bank Building Telephone Garry 2313
VANCOUVER, - - - - - - - - - H. Hodgson Room 11 Hartney Chambers

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LONDON, ENG. E. J. Dodd, European Manager, 88 Fleet St., E.C. Telephone Central 12960
MANCHESTER, - - - H. S. Ashburner, 92 Market Street

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NEW YORK - - - R. B. Huestis, 115 Broadway, N.Y. Telephone 2282 Cortlandt

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Single Copies - - - - - - - - - 25 cents
Invariably in advance.

ADVERTISING RATES—12 MONTHS (24 ISSUES)

One page	$600
" half page	360
" quarter page	200
" eighth page	125
" inch	60

Merchants Active in the Public Interest.

THE REVIEW frequently receives from the Merchants' Association of New York, literature describing, in report or announcement form, the work carried on by that body. From a perusal of these books, pamphlets or circulars, it appears that much of the association's activity has in view the public good, and that, by such course, it secures best results in behalf of the section of the community which it represents. In short, its operations are conducted on that broad plan which attains its original purpose by aiming at "the greatest good for the greatest number."

Thus a recent booklet issued by the association points to the serious aspect of imminent water famine and urges its members to eliminate all waste to as great an extent as possible. On another occasion, they issued a booklet setting forth in emphatic form the dangers of the fly pest, and called upon merchants to do all in their power to assist the authorities in a fight against this most dangerous of all animals.

It will be seen, therefore, that the association goes considerably farther afield than the confines generally accepted as marking the extent of endeavor expected from such bodies.

Not only are they keen upon questions directly affecting business interests, but they take it for granted that an organized body of business men should have an influence in assisting all measures affecting the general welfare of the community. This, in spite of the fact that in New York the municipal machinery for carrying out reforms has been particularly effective of late.

It may be a far-fetched, and not the most agreeable, comparison, but it is none the less interesting to note in this connection that the Merchants' Association in a Canadian city has met twice in the last twelve months, once to discuss the half-holiday movement and once to consider what part they should take in a welcome to the Governor-General, who was coming to lay a corner stone. It was decided at this meeting that the stores should decorate. These were the two potentous questions upon which the merchants deliberated in the course of a year.

In how many towns and cities is it a fact that business men, as a body, take little, if any, active interest in the affairs of their municipality, outside of those which immediately concern their cash registers? There are some glowing exceptions, but it is nevertheless true that there have been many occasions in municipal history in which merchants, as an influential organization, failed to present expression of their views when it would have been most helpful. Merchants as a rule are public-spirited, but they have not always so asserted themselves as a body, on questions of burning public interest, and have incidentally sacrificed some mighty good ad-

vertising, for people are not unappreciative when they see a sincere demonstration from this source.

True, there are representatives and officials elected and appointed, but no so-called board of management has yet spurned an expression of opinion from brainy, broad-minded business men who have opportunities for sizing up questions from different viewpoints. This is a great day for co-operation that has many-sided results, all beneficial.

Demand for Good Ad. Men.

THERE is great opportunity at the present time for young men who know how to carry through a store's advertising from one year's end to another; who know what they are talking about, and how to do it.

The metropolitan newspapers have an almost daily call to the man who knows something about the advertising end. Merchants want their store news put in bright, crisp, newsy form, and it is coming to be recognized more and more that the best solution to the problem is the young man who has concentrated on this class of work.

He may be a salesman to whom the opportunity to "write the ads." has come unsought. He may have gone at it in an indifferent way, or he may have shown some enthusiasm. It is safe to say that if he applied himself to the work and studied the advertisements of the best men, easily available in the papers, he soon saw that it was the largest-sized opportunity that ever presented itself, with no limit to possible development and fine prospect in the matter of personal advancement.

There are not too many good advertising men in the world to-day. In fact, the supply, judging from the want columns, is far short of the demand. It is up to the young men. Not long ago a merchant asked, "What can I do to improve my ads.? They don't satisfy me. They don't bring results. We all take a hand at it now and they never look right." He was advised to select a bright young man from his staff and have him concentrate on the work. The merchant did so. The boy threw himself into the opportunity, saw what other men were doing, made some mistakes, but was still encouraged, and to-day that merchant says his advts. are good because they bring more business.

Many of the best advertising men to-day started as the writer of show cards for their store. They developed their ability to say things in bright, snappy, newsy form. The further they went, the more the work appealed to them. They then took up advt. writing. They made a study of type combinations, arrangements and effects. They gave their work an individuality that appealed. They are now commanding good salaries.

By the ambitious young man, the course in show card writing, which will begin with the July 1st number of Dry Goods Review, should be welcomed as a first opportunity. It will make him familiar with different styles of effective lettering, how to produce them, what to adopt and what to avoid. To this knowledge he can couple his ability to write about the things he is selling. His course of development will open directly ahead of him, and he will have a practical, modern vehicle to help him over the ground. He should take steps to see that no one of the series is missed.

"Mixing" vs. Advertising.

THE merchant who feels that as a "mixer" he is decidedly out of the running; who cannot remember names and has not that happy requisite of sociability which enables him to walk up to a group of customers and enquire about "the folks" as though he were the one man on earth who should have any interest in them, must recognize that he is handicapped.

But the man who can offset this so-called disadvantage by some other element of attractiveness has no immediate reason for grief. A man's personality may be made to express itself in other ways than through the handshake. Properly conducted, his advertising will meet the defect, if such it can be called. The advertising space, the service in the store, the quality of the stock, the timeliness and the appeal of his special merchandising, and the ease with which errors may be rectified—all these count in a store's personality. So long as a man's work gives expression to his personality, and vice versa, the people will never expect him to give continuous performance with the glad hand.

Said a prominent drygoodsman recently: "We have never been strong with the glad hand and the gushful manner. It would probably have been our undoing had we attempted it, for our memory of names is not good, and what's more, we do not think such a thing necessary these days. We have made our advertising and our methods do for us what our disposition had no particular taste for. We have remained in the background, but we have seen to it that our advertising has in every sense represented the requisites of an attractive personality, and have endeavored to keep it as free from cause of complaint as a citizen would his own character. This has inspired the utmost confidence and has done away with any call for a more or less supercilious manner in the store."

Get the Right Address.

Many visitors to Toronto intending to call upon Dry Goods Review take the most convenient method of getting our exact address, the telephone directory. Through an oversight on the part of the telephone company the latest directory gives the wrong number—111 University Street. The street was recently renumbered, and the entrance to our office is now 143 University Avenue, just the centre of the next block north of the number given in the telephone directory.

KNIT GOODS NEWS

Spring Underwear Samples

Improvements in Range for 1912 --- New Samples of Eyelet Vests --- Combinations and Children's Lines --- Tendencies of the Trade

For Spring, 1912, underwear manufacturers are preparing their samples which are shown to the trade in September or October and state that they will be better prepared than ever to meet the different Canadian conditions.

It is expected that underwear buyers, on ladies' lines especially, will have a broader range than ever for selection and that several changes will be noted in the Spring range.

Has the Limit of Weaves Been Reached.

Two prominent features were pointed out regarding new ribs or weights, and it is stated that practically a limit of weaves has been reached while samples in several instances cannot be very much lighter. Manufacturers have rather depended on trimmings and finish to add novelty to their lines.

Judging from the samples of laces, insertions and strappings introduced, the finest line yet prepared will be ready. Laces to be used are daintier and unique torchons in washable designs are being featured in new outline and yoke effects. Among newer patterns will be Brussels and filet insertions and raised designs of bandings, not unlike wood fibre or mercerized trimmings. Especial care is being taken to give each quality some individuality either in weave, finish or novelty of trimmings.

Each quality will be shown, as in other years, starting from the cheapest cotton and advancing along popular prices. Plenty of lines are being prepared at each price and as far as can be judged at present, lisles, mercerized lisles and silks will more than measure up to the standard.

Fine Range of Combinations.

An exceptionally pleasing range of combinations will be shown, either button or closed front makes, with drawers umbrella style or with cuff at knee and in all the different qualities. There is such a demand for combinations at the present time that manufacturers are prepared for immediate orders on Summer lines and any buyer can get them in Canada at once. It is stated at the mills that only by extra attention to this end of manufacturing has it been at all possible to cope with the demand. In some instances buyers have been unable to secure quantities, as smaller deliveries also had to be met, but at present all orders will be shipped at once.

New Numbers of Eyelet Vests.

One of the most pronounced changes in the Spring lines will be noted in added samples of new numbers of "eyelet" vests. These should prove particularly pleasing and follow upon a growing demand for these qualities. Especially suitable, all silk lines are plain or beautifully trimmed with insertions, edgings and ribbons.



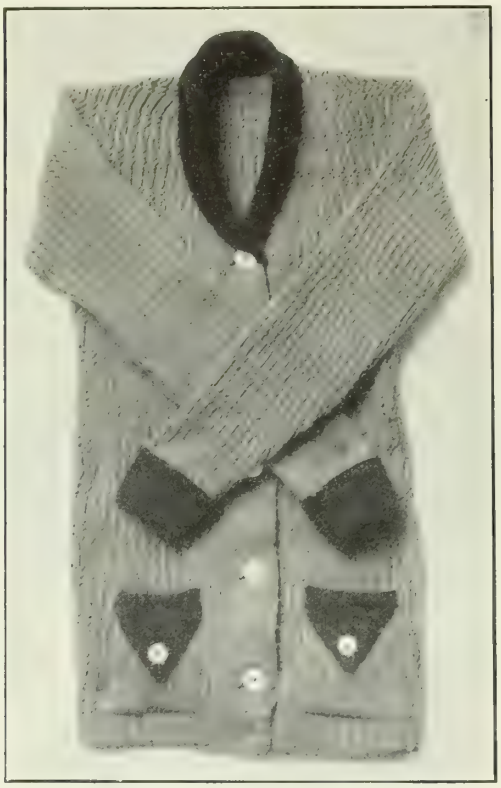
Novelty plain rib golf coats, with fancy stitch trimmings and plain or triplex collar. Shown for auto wear by Penmans, Limited, Paris.

Some discussion and opinions were elicited about the growing demand for narrow straps following patented cut lines. It seems that in cities, buyers take more strap and narrower strap shoulder makes in proportion than buyers in smaller centres do. This is so marked that in preparing samples, manufacturers are considering both conditions and have decided to comprise both ideas in samples at each price and leave buyers to suit themselves.

Children's underwear samples will be about the same as other years. A full range is being prepared of rubens and slip waists in unshrinkable wools and different qualities. Black underwear in popular-

priced lines is becoming more in demand for children's wear. Manufacturers fully realize this and have made preparations to meet a recognized tendency.

Through improvements in manufacturing, seconds are getting down to a pretty fine basis. It is not so many years ago that a mill producing 10 per cent. seconds was within the limit. At the present time, mills only show 2 per cent. to 3 per cent. at the outside, of imperfect garments. This, of course, is being felt in retailing and manufacturers point out that placing orders must be based on this decrease. Another feature is evident in maintaining values and less imperfections and losses from this source



Coronation sweater coat shown in contrasting colors —king's blue and crimson, with white—fancy stitch, and any style collar. Made by Penmans, Limited, Paris.

help manufacturers a great deal in offering their regular lines at popular prices. This benefit should more than offset occasional offerings of imperfect lines by retailers.

Boxing Everything.

Most manufacturers are now boxing everything and for next Spring all lines will be suitably boxed in 1-6, ¼ or ½ dozens, according to size. Special orders on better lines will be shipped even 1-12 doz boxed.

Departments in retail stores benefit to no small extent by this decision and in appearance of underwear sections an improvement follows in stores throughout the country when stock lines are changed with the season.

It is certain that buyers of ladies' underwear will be agreeably surprised when samples for Spring, 1912, are placed before them for selection.

Marking Fall Underwear

Merchants Who Advanced Higher Priced Lines Last Yerr Will Find it Easier This Year to Mark New Shipments and Obtain Better Profits.

In marking Fall underwear last season merchants were face to face with a problem in which profits were considerably lessened, unless some provision was made in marking different lines to overcome the increase in price of up to 50c dozen on ladies' underwear and closer prices owing to merchandising.

It is almost established that certain well-known lines or qualities sell at popular prices, 25c, 50c, 75c and $1 each, and although some merchants were willing to pay $2.50, $4.75, $6.50 and $9.50 and maintain values, it certainly did not boost profits, and enable odd price merchandising with success.

If merchants are entitled to similar percentages received other years, it is a case for consideration in what way is it possible to obtain returns to compare favorably with former years' showings? Different arguments have been heard, and various methods were adopted last year. It seems that merchants should receive similar profit percentages to other years because even then they are small enough on underwear.

If manufacturers have to receive extra prices and in a measure maintain showings of former years and increased costs of production make their increase necessary, it follows that merchants have an excuse to make up in some way for the differences evident in underwear profits through merchandising and higher costs. Some provision should be made to meet the result of lessened profits.

Merchants throughout the country were at variance on this question in different sections. Some made consumers pay the difference, while others placidly offered exactly similar lines to other years and at the same prices and took no consideration of clean-up prices.

Increased Cost of Doing Business.

When it is considered that with increased costs of doing business found in manufacturing, a similar increase has been found in retailing, and if merchants do not make each department maintain its own profit percentages, how can they expect to overcome this increase in cost unless they mark their goods higher or buy a grade less in quality? This, too, must be done without regard for what opposition stores decide to do.

It is really a question which must be considered from all standpoints and met on a broad business basis. It is also a question of how much profit a store is satisfied with on underwear lines and whether 20 per cent. to 33 1-3 per cent. profit is considered enough to meet the differences mentioned.

Arguments to show that more underwear would be sold if old prices were adhered to will be forthcoming, and that extra turnover would more than offset differences in profit.

That underwear is staple and merchants would have to be satisfied with staple profits is another argument. Further, customers know the lines, and it would be folly to increase prices on any qualities

TRADE MARK.



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BURNLEY'S WOOLS.

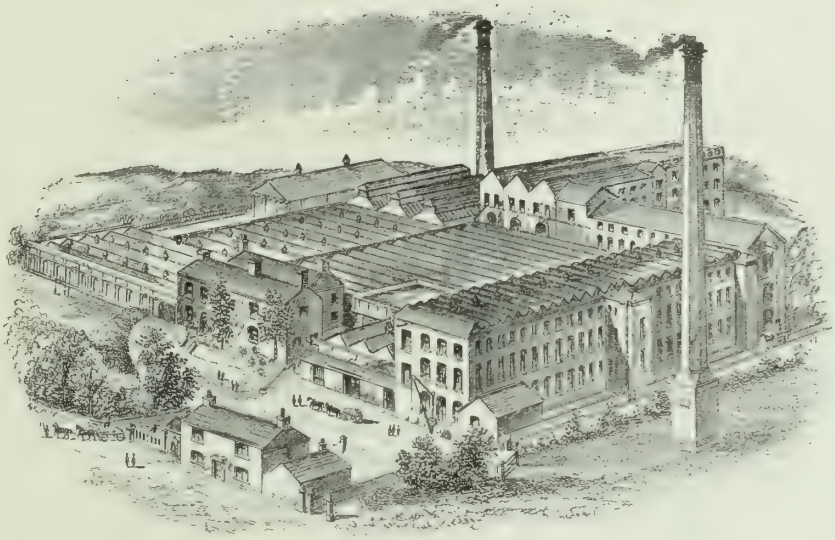
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Hosiery Yarns, &c., &c.



Soft Knittings, B. Imperial, Soft Spun Vanguard Fine.

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GOMERSAL MILLS, nr. LEEDS, ENGLAND.

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All Wool

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GOLF COATS

LATEST STYLES, COLOURS, FINISH.

PERFECT FIT, LADIES' and GIRLS' SIZES.

LOWEST MANUFACTURERS' PRICES

All Orders will be executed through your London Houses.

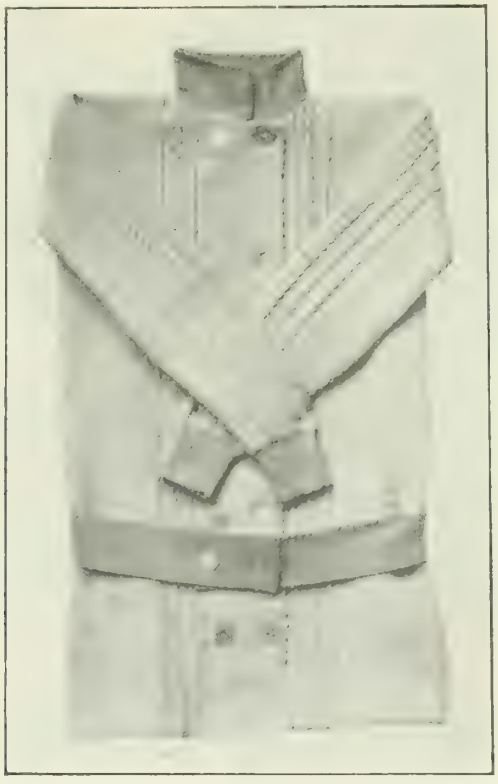
A. T. SINGER & CO.

77 FORE STREET

LONDON, E.C., - ENGLAND

which would be offered at old prices in opposition establishments. Another point brought forward is that underwear shows no loss on clean-up lines at end of season prices, and merchants can afford to be contented with a fair percentage. Returns are, however, sometimes heavy on non-guaranteed lines, and this loss has to be met.

There is one tendency that wholesalers will admit is more and more evident. In lines bought for popular-priced selling merchants to-day are not willing to pay the outside prices, and on all 25c and 50c sellers it is found it is impossible to pay more than



Juvenile Buster coat, with contrasting colored collar, cuffs and belt. In sizes up to 32. A leader. Shown by Penmans, Limited, Paris.

$2 or $4 so as to meet increased costs of merchandising. It would seem that underwear departments must come under the same heading in this respect to a certain extent.

This is a point in favor of higher prices on similar qualities or reducing the grade, if underwear profits are to be maintained. Increased costs of merchandising also make it necessary that if underwear show usual profits, and if qualities will not stand or bring the price, why, there seems to be only one option. Merchants will have to substitute the best value possible at popular prices.

Advertising, But Not Good Business.

There is a certain amount of satisfaction and an opportunity to demonstrate to customers that underwear departments maintain values and that fair profits and serving the community are "drawing cards." These do not overcome the cost of doing business. To show a window of underwear that costs $2.40 or $2.50 dozen at a 25c price may be advertising, but it is not good business, and merchants

"CEETEE"
Underwear

The Hall Mark of Quality

The eager bearing of the salesman; the note of enthusiasm in the voice; the smile which anticipates the placing of an order--these are not carefully rehearsed "tricks of the trade" when your clerk is selling

"CEETEE" UNDERWEAR

His satisfaction is genuine; he knows there is **something behind his talk.** Former experience tells him he is not merely making a sale but adding a permanent customer to his list. Investigate further and add this selling force to your stock.

The C. Turnbull Co. of Galt, Ltd.
GALT, - - ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

who offered quality lines equal to previous years will find it harder to educate their customers this coming Fall season.

Similar conditions are in sight for next Fall, and merchants have last year's experiences to guide in deciding what profits to expect and what advance will be correct.

People Demanding Better Goods.

There is one phase of this question which is benefiting merchants at this time. People are demanding better goods. Underwear departments are specially affected, and this condition could not come at a more opportune time. If customers desire better qualities it would follow that on higher-priced lines a greater percentage of profit could be secured and merchants be justified in increasing prices along odd quotations or direct 25c a garment increase or advancing on larger sizes.

On better numbers the increase rather favors 25c on each garment at the commencement of the season, and odd prices, as slow numbers are merchandised, which may develop with the season.

While there may be some adverse criticisms, customers generally will be convinced of the necessity of slightly higher prices. In fact, many merchants state that last season comparatively few complaints were heard, where this method was adopted.

On cheaper lines, too, it will be found possible to average popular-priced grades at 25c and 50c in such a seasonable way that even if a $2.40 or $4.75 number is included, samples in stock are not shown so early in the season and salespeople are instructed to show the cheaper-costing grades first. Customers demanding certain qualities can then be offered these higher values.

There are also a number of lines which will permit of slightly higher prices at the beginning of the season, when it will be found that customers who buy their underwear early are not likely to object or question the values. In this manner it will be found that at the close of the Winter months heads of departments can adopt a 25 per cent. profit basis as a clean-up. Nearest odd prices are sometimes effective, and merchandising at the season's end generally is found successful if such methods are followed.

Ultimately, demand for better grades and higher-priced lines will work out this problem automatically. However, in the meantime merchants should endeavor to obtain as high a percentage of profit as possible, instead of a staple 20 to 33 per cent. on turnover. A good excuse is offered for higher prices in increased cost, merchandising losses and higher costs of doing business.

S. H. C. Miner, a director in the firm of Brophy, Parsons & Rodden, Limited, wholesale dry goods dealers, Montreal, died June 8, at his home in Granby, Que., after a brief illness. At a meeting of the directors of the firm held June 10, a resolution was passed expressing regret in his death and testifying to his sterling qualities and business ability. Mr. Miner was one of Granby's most prominent and respected citizens, and on account of his death, gala coronation displays have been cancelled.

Get Copy in Early

For July 1st Issue

This is our Special Fall Merchandising Number which will go to the Retailers the first week in July.

This number will be full of Real Practical Ideas for Retailers.

Early Forms close June 24.

Last day for copy June 28

Preparing Stocks for Fall

Making Half-day, Hour and Saturday Events Overcome Necessity for July Clearance Sales --- Feature Summer Goods With Strong Leaders

DIRECTLY after Dominion Day the decorators' window routine does not settle to fast rules for the month of July and his time is taken up by incessant shows to prolong the season and maintain sales.

There is always a tourist element to cater to and during this month a great number of trimmers, especially in proximity to Summer resorts, have displays of blankets, comforters and kindred lines which can be bought in Canada cheaper than in the States. When this demand is given all the attention advisable, it is found that a great many departments come under this opportunity for display.

There is another good opening for a striking window in showing pennants, flags and boating requisites. This is a growing department and displays will be meeting a class of customers who have their own island homes or resorts, motor boats and automobiles.

Some merchants feature club colors in pennants and streamers for athletic clubs with great success. Picnics, excursions and conventions offer an opportunity that, outside the usual routine of clearing stock, in a great many cases are hardly given the attention required.

There are numerous advantages which the window trimmers can make use of in order to avoid the usual routine of other years.

Nearly every merchant demands a showing of golfers during July. This is anticipating the Fall demand, and this season a very striking grouping should be possible. Several trimmers combine motor scarfs, pins and novelty sweater coats with bright-colored background settings. This year's outing coats lend an amount of color to the display and in a pleasing setting a business-bringing showing should result.

Less Need of Clearance Sales.

Since the half-holiday sales have become so popular, there has been less necessity for July clearance sales and window trimmers have this business



Style origin display of helmet hats by M. Rich & Bros. Co., Atlanta, Ga., through co-operation with the original designers, Kurzman, New York. This firm provided the armor and mediaeval setting suggestion as a method of publicity.

See article, page 13

tendency to take into consideration in laying out their window space.

It is true, however, if more attention is given to summery lines on account of the many new departments added in the last few years the necessity of extra window displays has not diminished from actual clearing reasons and a great deal depends on what departments are heavy and what lines it is decided to discard.

All these conditions, of course, make it imperative that all window display possible must be had and sometimes for a stretch of ten days two windows a day are not too many on clean-up lines or broken assortments, which must be cleared and windows with a price is the quickest way to do it.



Clearing Unseasonable Lines.

There is no doubt but that a record month's business can be done and different departments where stock warrants it can pick up many lines at price reductions from the wholesaler, who is not anxious to carry them into another season. These lines also help to clean up broken lots from Spring and Summer selling and every effort should be made in July to clear all departments of goods that promise to be unseasonable for Fall.

Although it is not always possible, and some lines have to be carried into August, if departments are ready to start the Fall campaign early in August, then all odds and ends and clearance merchandise at prices must be shown in the window and a lever used to clean up every section in the store.



Use Right Lines as a Lever.

If two-hour sales are held each day, morning and afternoon, or if the plan is to dress the entire front for Wednesday's half-holiday's sales and Saturday, window trimmers will be called upon to show clean-up lines and special values from the main stock comprising hosiery, neckwear, gloves, muslins, ginghams, towels, towellings, silks and culls in dress goods, curtains, carpet samples, cushions, sateens, ready-to-wear, millinery and all at values which admittedly will bring business and keep up sales.

There is also another advantage of these displays in that they help to clean up other sections at the same time.

Each day these goods go on sale they must be taken out and the line prepared for the following morning placed on view. In July, the windows are called upon to demonstrate their drawing and selling ability and quick, snappy or stocky trims of the lines to be displayed are made by trimmers and the attraction of the windows with unusual values generally quoted at odd prices will generally make July show an increase, as far as sales are concerned.

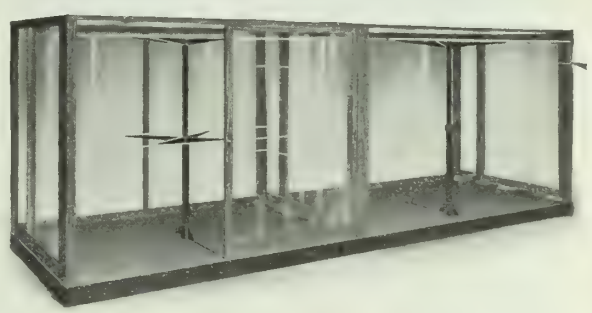
Window men will not be called upon or expected to make elaborate trims, but to show the lines to the best of their ability. Changes as often as the ad.-man demands is more to be desired than showy arrangements, although in combining some of the clearing numbers from different departments just as effective displays as usual can be made.

Disadvantages of Carried-over Stock.

In the smallwares stock and the wash goods department, it is necessary to merchandise the lines so that as little reserve as possible will have to be carried into another season. It may not be necessary to sacrifice a number of qualities or patterns; however, the finer the stock can be reduced the fresher the department looks another season. There is another phase in regard to cleaning-up lines and when anything is carried over the tendency is to neglect it another season in favor of newer lines. It then has to be jobbed at perhaps a greater sacrifice. Everything but what is staple generally has to go and window displays consist of these lines in July.

Clearing Ready-to-wear.

According to this plan in the ready-to-wear department, the last call will be made on suits and skirts and the balance sold, if possible. Muslin, foulard and marquisette dresses, linen coats, wash suits and skirts are quoted at reduced prices and displayed before circus day or 12th July. Blouses are also quoted at clearing figures and the odd numbers included at lower prices. A series of prices, 48c, 69c, 89c and $1.29 will usually leave this department so that an occasional inquiry during the next couple of months will not be disappointing.



"New Way" Crystal Wardrobes

will make your Ready-to-Wear Department a beautiful and charming salon for the exhibition and sale of merchandise, not a stock room or storage room.

The disappearing doors open and the fixture moves forward—the revolving rack turns round and round the continuous display will satisfy the most persistent shopper.

Exhibit all your merchandise, eliminate dead stock and profit-sapping sacrifice sales. Display before the customer fifty garments to select from. There's always more reserved on the back rod.

You may remember that both Jordan Marsh Co. and Wanamaker, among hundreds of other progressive merchants, have also equipped their men's department with "New Way" Crystal Wardrobes.

"New Way" Crystal Wardrobes are made for Men's, Women's and Children's Cloaks and Suits; also Men's Hats. Let our store equipment department design your store.

Leading merchants whose big successes are due to the fact that they easily see the trend of events ARE ORDERING NOW. Write for Catalog D-12.

Grand Rapids Show Case Company

597 N. Ottawa St. Grand Rapids, Mich.

Branch Factories: Lutke Manufacturing Company, Portland Oreg. Architectural Woodworking Co., Grand Rapids Mich.
Offices and Showrooms under our own management: 724 Broadway, New York City; 51 Bedford Street, Boston; 1329-1331 Wash. Ave., St. Louis; 316 - 318 W. Jackson Blvd., Chicago.

The Largest Manufacturers of Store Fixtures in the World

In regard to dresses, some merchants plan to have a dozen or a half-dozen of the finer lines for evening wear, parties and concerts, in the Fall, and do not insist on a complete reduction of stock on hand.

In the underwear section a final clean-up of odd lines at about 19c will likely be found necessary at this time. In view of the new samples for Spring, 1912, some lines will have to be dropped altogether, as new numbers will be preferred to take their places in next season's showing.

This will necessitate plenty of window work and just as many changes at clearing prices as can be given. Some merchandise men set a price and each week reduce the balance until the entire lot is sold out.

Fancy parasols are divided into about three lots and the balance in stock reduced to clearing prices. In doing this, the window trimmed can have either a parasol window or combine light-colored sunshades with wash goods.



JUNE BRIDE SHOE WINDOW, BY A. A. DAOUST, FOR GEO. G. GALES & CO., MONTREAL

The large pillar was made of half-inch lumber and covered with white felt. The large bells were made of white crinkled paper, and the foliage used, rambling roses. The frame containing the bride and groom picture was made of half-inch lumber, covered with white felt. The two hearts in one were also made of half-inch lumber, padded and covered with red felt. White puffed Japanese silk was used at the bottom. The large heart, shoe stand was made of wood, gilded.

A window of whitewear will complete the selling on the better lines and this department should clean up automatically with the help of the window leaders already mentioned.

During July, the last of the millinery stock is displayed at prices that mean the head milliner will have a free hand as far as Fall buying is concerned. Entire left-overs—trimmed hats, shapes, buckles, straws, flowers and trimmings are divided into prices and left to the windows to effect a clearance.

Everything from the ready-to-wear and millinery sections that is questionable in any way is cleared out in July and the departments reduced to the lowest possible point for semi-annual stock-taking.

In the Home Furnishing Department.

As the carpet and house-furnishings section is more or less quiet during this month and except for a few leaders possible from making sample rugs and mitre squares, business is not very brisk. Sometimes those cheaper lines of hemp or tapestry carpets, linoleums, lace curtains, shades and summery hangings, prove attractive enough to arouse interest.

There is a growing opportunity to prolong the season by showing verandah furniture, screens, Summer rugs, hammocks and mattings, and, at slightly reduced prices, it is found possible to create a demand. Windows of this kind are arranged, showing cheaper grades of tapestry rugs at reduced prices in

the background. A display of bedding supplies, pillows, mattresses, springs and metal beds, is timely in catering to camping supplies for boy scouts, Y.M.C.A. boys and campers, who spend their holidays at some resort. Canoe, launch and settee carpets can again be made an excuse for clearing all short lengths in this department after a busy season's selling.

bid for all the possible business and eliminate all lines which are not required another season.

Window trimmers, therefore, are justified in enthusing and conveying this spirit to the rest of the staff in the store. If, occassionally, materials have to be reduced to below cost in the stress of merchandizing, the customer who gets a bargain is no doubt



Two views showing dress goods and ready-to-wear windows for Spring millinery opening of Merchants, Limited, Brandon, Man., Arthur Rowley, trimmer, in charge.

These windows have semi-permanent backgrounds to overcome the shadow caused by the store being on the North side of the street. Frame panels are covered with white felt and the intersections hidden with ½-inch gold picture moulding. This method proved quite successful and adds extra brilliancy to the display when the lights are on at night.

Endeavor to Create Enthusiasm.

A great many of the salespeople will be on holidays and the dressmaking and millinery staff will be away during the latter part of July. The aim of the window trims is to place the values before customers in the most impressive way. With profits reduced on a great many lines in an effort to clean up the stock, and admitting that first profits are always most satisfactory, decorators can be excused if enthusiasm is shown as well as the best values. July windows are an effort to show a record over a year ago, make a one of the regular clientele and is thereby made an advertiser for the firm.

Exercise Care in Reductions.

Value given may not be in accordance with a stipulated percentage, or in some cases be less than the cost of doing business. However, some satisfaction is assured, when sufficient increase was allowed in first quotations.

In face of the rising prices on a great many lines, there possibly will not need to be as many reductions or cause for clearing as in other years. Style will be about the only factor to consider in marking lines likely to be unseasonable for Fall or unsuited to next year's stock.

It is imperative that all short lengths, remnants, in fact every department must fall into line in being ready for the beginning of the Fall selling.

Window trimmers will show the lines according to individual decisions by the heads of departments, but with the force of the window attraction and general trade conditions, decorators can make it plain that for the early part of the Summer season, price reductions need not be too sweeping. It will, again, be possible to show the value of the windows as a merchandising lever and their place in maintaining profits.



Simple and rich setting for preliminary Fall millinery opening, when seasonable flowers could be used. Arranged for the Hudson's Bay Co., Winnipeg.

Some Special Trims.

There are very few occasions in July to give the window man an excuse for a special trim. July 12th is generally devoted by ribbon streamers, or ribbon bedecked canes in the windows. Sometimes palm leaf fans, bound with ribbons and tied with bows, are used for outlining the background of a window in connection with many of the displays suggested.

This background is quite suitable also for a showing of fancy goods novelties, including cushion tops, fancy huck towelling for guest towels, stamped mats of burlap for hooked rugs, Shetland floss and wools, as well as linen for embroidering when associated with flosses, hoops and accessories, usually found in an up-to-date fancy goods department. Silkolines, denims, art cretonnes and club-colored felts for making pennants are also introduced in this grouping.

To finish out the season, the main object is to make all the departments as popular and inviting as can be done. Airy trims of Summer wearables and hot weather house-furnishings are combined in a suggestive manner. The window dressing department can make a strong appeal and lasting remembrance of values in which the customer will admit the liberality of aggressive merchandising.

If, by this means, goods that people will require for August and September are all decided bargains and the windows and price tickets have shown the store foremost in the ability to secure, or willingness to offer, these snaps in order to enthuse business, customers will respond readily. They will also become interested in new goods arriving.

Men in charge of the publicity end can take a well-earned holiday after July 31st; with every assurance that their department is a factor in merchandising and leading in display and originality.

Two weeks, resting quietly or visiting in larger centres, will be well spent and trimmers are enabled to return to their duties refreshed and ready for the Fall campaign. It is wonderful, too, how much better the stock and store appears and greater pleasure is experienced in arranging for the Fall programme.

Style Origins Suggestive to Trimmers

How the Helmet Hat was Effectively Featured — Derivation of an Idea was Immediately Revealed in Displays Which Group This Latest Millinery Creation with Pieces of Armour — Coronation Windows and Promenades

See Illustration, page 8

IN anticipating a season's business or on becoming informed of styles, in different departments, likely to be pronounced, window trimmers can often place the feature before the public in such a way as to make the origin of the style of exceptional interest.

It will be admitted by trimmers that if one of these innovations is met with each season and successfully handled, that the window trimming department has worked a good purpose.

This season there have been three opportunities, and although some trimmers would think it impossible to feature the different displays on account of expense, there is no reason why, with a little effort, they should not be carried out according to the opportunity offered.



Millinery window from the West. Spring opening display and background for Agnew Bros., Prince Albert, Sask. Several original effects are combined in this small window setting.



Coronation Robes as an Attraction.

A Coronation window is necessarily a very elaborate scheme and although trimmers are planning their own suitable trims, a description of an actual Coronation setting being carried out by some decorators is timely.

The New York Museum always shows the "world in wax," both past and future events, and in view of the drawing publicity of the Coronation, have prepared at great expense an actual reproduction of the scene in Westminster Abbey. Robes, crowns, chairs, every detail of the ceremony is pictured as nearly lifelike as possible for the benefit of the public.

When in New York, window trimmers who are always looking for some publicity scheme or setting, immediately saw the possibilities of holding a Coronation scene in their own store windows or departments. Arrangements, whereby similar Coronation displays were made available, have been carried out and during the next six months several large stores will attract people by Coronation reproductions.

This should prove good advertising; and although it has no selling benefit on stock directly, the filling of the store with people is bound to have a good effect on sales.

Particular attention by merchants will follow in case these displays are made a feature of the picture shows and are a leading attraction in different cities or towns on the circuit.

To have a Coronation display in the store is then one of the possibilities and arrangements made to have the setting placed in the windows or more effectively in the ready-to-wear department might be carried out.

Actual cost is then within the scope of any window trimmer's appropriation and by combining with the advertising department quite a creditable event could be carried out in the store.

There are many stores who will welcome this opportunity of having a Coronation display in their town and will await with interest the attraction in case these settings are made a Summer or Fall number in places of entertainment.

Arrange a Promenade.

The second scheme, which was carried out through co-operation, was the promenade of fashions, and in United States cities several large stores featured the idea.

There is no doubt but that in Fall displays advantage will be taken of the success of this idea and smaller trimmers will carry out promenade displays in the ready-to-wear openings for next season. While it is admitted no such showing is possible in most Canadian stores, the openings could be made more attractive if models were used on these occasions.

It would not be such an intricate undertaking to have a lattice-covered bower built within the department and covered with suitable Fall floral decorations; grapes, maple leaves or poinsettias. Under this, on the department floor, all high-class garments could be passed before customers. It should not be such a hard matter to arrange with the manufacturer to show his samples for one or two days. In many cases this is already done and except for the setting and models, the actual showing of garments is given. It rests with the window decorator to arrange a simple setting to successfully carry out a "promenade of fashions" in the ready-to-wear department this Fall.

Mediaeval Armor and Helmet Hats.

Several United States firms made window displays to introduce the "helmet hat" this season. In co-operation with the designer of these creations, M. Rich & Bros. Co., Atlanta, Ga., L. Bamberger & Co., Newark, N.J., and other large stores, reproduced the setting and held millinery openings.

The different pieces of armor, shields, spears, helmets and accessories were supplied by Kurzman, of New York, in whose establishment the original helmet hats were shown.

As the idea was suggested by the armor plates of the Spitzer collection and all fashions are more or less inspired by previous periods, it became distinctly appropriate that window settings of Mediæval armor from which the style was derived, would serve best to make a favorable impression and an advertisement worth while.

In the settings provided, armor fashioned after that of the 14th and 15th centuries was placed at the disposal of the window trimmers of these establishments. Designs of helmets worn in the War of the Roses, the conquest of the Spanish Moors and by the Crusaders, even the police and firemen's helmets were included. Nearly all these firms made very effective trims, and by comparison with the exclusive creations exhibited as well as models from the work rooms, it was easily suggested or shown where the designers received their inspiration.

Exceptional success was reported from the different millinery departments holding these "armorial" openings and making the "helmet hat" more popular. Indeed, these displays did as much as anything else to make the helmet the hit of the season in some cities in the United States.

In the illustration it will be seen what a striking setting is possible and that the only accessories beside the armor shown was the drape table and ferns which were used to elevate the millinery or add a touch of nature at opening time.

Shields, spears, battle-axes, etc., could be made and even the armor prepared by a tinsmith. Another alternative is to use uniforms of lodges and there are local firms, as well as theatrical concerns who have the available armor for rental. That all the detail of period is possible may not follow, but by using sufficient to show the similarity between the armor and millinery the result is evident.

The window here shown, as well as the suggestion as to Coronation and promenade trims, effectively illustrates the fact that the window trimmers can very often derive an idea from the origin of a particular style and effectively work it up into a decidedly distinctive window.

Convention of Window Trimmers.

The tenth annual convention of the National Association of Window Trimmers of America will be held at the Sherman House, Chicago, during the first week in August.

The programme will be the most elaborate ever attempted, and will be made up of the best talent in the country.

All window trimmers, whether members of the association or not, are invited to attend the demonstrations and classes.

FALL BACKGROUND COMPETITION.

What background shall we use for our Fall windows? .This is a question to which decorators are already giving some consideration.

It is generally admitted that to meet the change of seasons four new backgrounds are necessary each year.

The Review has arranged a competition with the object of giving trimmers an opportunity to exchange their ideas on this matter.

For each of the six best suggestions for semi-permanent background, The Review will pay a cash prize of $2.50. The sketch in every case must be accompanied by a short description telling how the trimmer would work out the idea, its practicability, together with information as to proposed color effect.

As the awards will be based on population, every trimmer will have an opportunity.

All sketches must be in by July 15th and awards will be announced in August 1st Dry Goods Review. Only one sketch accepted from each trimmer entering.

Send along your suggestions.

The Use of Cut-out and Outlined Letters

Feature of Show Card Writing Which Makes Some Very Striking Effects Possible — Full Particulars as to Materials and How to Prepare the Proper Colors — Two Different Methods

By J. C. Edwards, with Cressman Co., Peterboro

THOUGH at first the cut-out and outlined style of lettering seems more difficult than the straight, applied style, it is not as hard as one would think, providing, of course, the letter is sketched out and the operator's hand and eye are steady enough to follow the lines without over-running. The cut-out letter is not the most practical because it is a slow process and there is no more effective. However, there are times when it is necessary to use it to accomplish an effect.

This is exemplified in the show-card "$5 Wash Dresses." The relief or decorative portion of this card is the large index hand pointing at the $5, the main feature of the card. The phrase, *"They're all Talking,"* being written in an outline letter, would need to be written in white on the grey ground of the index which would be quite difficult, as the grey would work through and necessitate the application of white several times to get a pure white letter.

When the letter is outlined with pencil, it is a simple matter to go around the letters, touching the grey with a grey outline, then bring the other grey ground just to the outline, leaving a pure white letter. To carry out the effect, the rest of the letters in the phrase are outlined with grey. The index hand is a simple thing to make when one knows the correct proportions or can do object drawing enough to draw his own hand in whatever shape he desires.

The grey used in this set of cards is a mixture of lamp black and zink white. Mix the white first with mucilage and water as you would white paint, then add lamp black already mixed as above, being careful to mix the mucilage into it first as it does not readily mix with water, a little at a time until the right shade is acquired. Do not make the mistake of adding white to the lamp black or you will find yourself with a whole gallon of grey paint before you get the right shade, as lamp black goes a long way and a very little is required to do the job where a shading grey is needed.

The whole of this card was done with the same brush, a No. 6 red sable flat (in albata) even for the outlining of the letters. This, however, is not wise as a flat brush cannot be controlled for outline work as well as a rigger or pointed brush.

For an Outing Display.

The next card is the "Campers' Friends." This card is somewhat out of the usual, the decoration is simple and the lettering "A Hammock and a Blanket," the most important words, are in a combination block and outlined white on grey. This lettering, coming in contact with the grey circle, was executed as before mentioned, except that the block outline was added



Unique application of the "cut-out" letter idea See article by J. C. Edwards.

after the grey was dry around the letters, A, H, A, M, and A, B, L, otherwise the block would have run into the moist grey paint and caused no end of damage and annoyance. The whole phrasing of the card is rather unusual and should attract attention to the goods of most importance. The reader line below also strengthens the main lines advertised.

Avoid Blotchy Appearance.

In applying a large surface of grey one must exercise great care so as to avoid a blotchy appearance as will be seen in the "Pattern Card" in the grey. The black in the paint, being the lightest, rises quickly to the top and the white settles to the bottom of the jar. This necessitates the operator always stirring the paint, before dipping the brush in the paint, then applying the paint very thinly so as not to allow a surplus to stand on the card which results seriously in the black rising and, when dried, giving a darker blotch.

The "Pattern Card" still presents another style or combination; the oval is in grey with the words, "Try," "The," "Patterns and," the letters S, T, Y, cut out; the letter being outlined and partly filled with black, giving the two words *Style Book* a rather striking and pleasing effect. Ladies' Home Journal shows a cut-out on black; white could not possibly be used on this panel as the black would not stand the moisture even with several applications of white.

The phrases, "Patterns 15c" and "Style Books 5c" are in grey, and while they are minor portions of the card, yet they are important and stand out quite by themselves and tell their little story, filling in space and balancing the card.

The card, "The Dress of To-day," shows the grey relief scroll outlined and partially shaded in black with the outlined Roman lettering all in lower case except the old English T. This is an eccentric form of decoration, yet it serves as a relief and attraction, being different.

To-day, in the printing shops you will find the outline letter used to attract special attention to certain prominent headings, yet we do not advocate this style for the simple reason that it is harder to read and more confusing to the eye, especially when written on white, but where it is a cut-out on dark shades, it is quite readable and striking.

Another Method.

In the above four samples there is the cut-out idea demonstrated, but there has been no intimation that there is another way of obtaining the same effect which would serve as a picture, but would not be quite as smooth and finished a card, viz.: the cutting out of grey cover paper into the forms used as decorations and where shaded as in the last named card could be touched up with black, lettered in white and outlined as is shown. Where the hand is not steady enough to do cut-out lettering, this method can be employed to good advantage with less skill, perhaps, than required in the above described method.

One thing to remember—do not use black letterine and white to make grey, their combination gives a purplish or blue effect which is not pleasing in the least.

The Buyers

will read the Special Fall Number because it means Dollars and Cents to their different departments.

It means Dollars and Cents to you, Mr. Manufacturer, to tell these Buyers about what you have to sell them.

They won't run after you to buy, you will have to do the running.

WISH I COULD

MAKE SHOW CARDS LIKE THAT FELLOW

(Have You Ever Said This? You've Certainly Heard It)

YOU CAN, IF YOU USE

The EDWARDS SYSTEM of Short-Cut Card-Writing

IT WILL COST YOU NOTHING

but the subscription price of the *Dry Goods Review* for one year—two dollars.

Can you afford to throw away this chance—the chance of a life-time to get a complete course on modern show-card writing for only this paltry sum?

The author of this course has been a practical show-card writer for years and is yet handling his brush every working day of the year at practical departmental store work, where the shortest and most useful methods are employed, where only bright, up-to-the-moment cards are used; why then should a course from his pen and brush not be worth the price asked?

The Course Will Commence With The July 1st Issue

and will appear every two weeks until the entire course, consisting of twenty full-page plates and twenty full pages of instructions, is completed. Every plate will be a reproduction of the author's brush or pen-work, just as he would execute it in every-day lettering, showing the form of shading best adapted to each style of lettering and every complete letter treated with this shade.

The strokes of each letter will be clearly shown in a way no one can mistake; in fact, the letter is shown at every stage from the first stroke to the last and is backed up by the instructions, which also give valuable hints which have taken years to learn and years of study and practice.

A Practical Course on Practical Lettering by a Practical Man.

Beside the instructions, there will be at least one show-card, lettered with the style of alphabet in the plate, showing the practical application of the shading and the proper spacing, etc.

MacLEAN PUBLISHING CO. TORONTO, ONT.

DRESS ACCESSORIES AND NECKWEAR

Mid-summer Neckwear

All the Soft, Low Style Collars Now in Demand —Fichus Receiving Repeats — Soft Stocks, Byrons and Middies Get Most Attention

It was not expected earlier in the season that fichu collars of the more extreme type and regular fichus would be a popular selling line in any great quantity. As a matter of fact, manufacturers have not only had to repeat the lines they showed at first, but to go further and show new creations. The trade here has met this state of the market with commendable energy. The season was slow at first, and then orders came in with a rush. In spite of this, designers have found time to run down to New York or go abroad for new ideas. As a result, their samples are far ahead, as one buyer declared, of anything to be obtained retail in large American centres, where stocks are depleted and repeat orders refused.

The retailer who is situated in a town which draws many Summer visitors will reap a rich harvest by stocking attractive and up-to-date lines. Unless forecasts are unusually far afield, the next few weeks will register a record trade done over the counter in novelty lines.

Modifications of the fichu idea, such as sailor collars and Dutch collars, with fichu ends, have received repeat orders. The more extreme styles, including the Charlotte Corday and Marie Antoinette types, have also been strong. A very dainty collar on this order had a back reminiscent of the capuchin hood, a deep oval curve, and low front. The body of the collar was of fancy figured net, the edge having a plain net, pleated frill, trimmed with narrow Valenciennes.

Middy collars with sailor dickies of self have sprung into popularity. They are much affected by the misses and younger women, and are also well adapted to out-door wear. They have the great advantage of converting an ordinary blouse into the correct thing for sporting wear at a moment's notice.

The public are not slow to see this, and all grades and materials are in demand. These run from plain, navy blue duck with contrasting anchors, to the satin collar of black or blue, edged with lighter shade. Sateen collars as above proved to be good sellers.

Contrary to expectation, the sailor and Dutch collar, without jabot attached, have proved somewhat the better sellers. This is said to be due to the popularity of the new bar and bolero pins, which alone are sufficient to constitute a finish.

Soft tennis and Byron collars with low front have received great attention, and designers have relieved the severity of the original style by free introduction of lace edgings and embroidery.

The soft stock of the Yale type, with narrow, mannish tie to match, has been much admired. Ladies' and gents' styles are practically the same. All leading costumes are now showing this stock for Summer sporting wear.

The Aeroplane Fluff.

Separate jabots have had considerable popularity, particularly for wear with coats, as low-cut fronts seem to demand this accessory. Cascades have moved, apron effects been excellent, and side pleatings the style feature.

French suits show jabot attached, and of special design to suit the cut of the coat. Frenchwomen favor the side frill effects.

The aeroplane fluff is the newest idea in these lines. It is intended to pass from one shoulder diagonally across the front, and is very deep, and tapers. It is now being produced and will be offered the retailer in the course of a week or two. It is a style adapted either to blouse or coat, and intended for Summer or early Fall wear.

New Dress Trimmings

Fringes are Featured in Advance for Fall Trade —Oriental Trimmings, Principally Bands, Will Appear in New and Distinctive Designs

One of the lines of trimmings about which there can be no mistake consists of the new fringes for dressy costumes. It will be remembered that these appeared last season, but in no great quantity. A steadily rising crescendo of popularity has been theirs, and now nearly all the dressy afternoon costumes photographed at Paris fashion displays show lavish use of fringes.

Very deep fringe is used on tunic over-dresses, partially obscuring the rich lace of the underdress. Parasols with fringes have become quite an everyday sight. Even the new fancy fabric bags sometimes show fringe.

Silk fringes of all widths and a full range of shades will be used. Beaded fringes were a style feature brought out prominently at the races.

SUMMER

Neckwear

Quick Delivery

Telegraph Your Order for Sample Assortment Stating

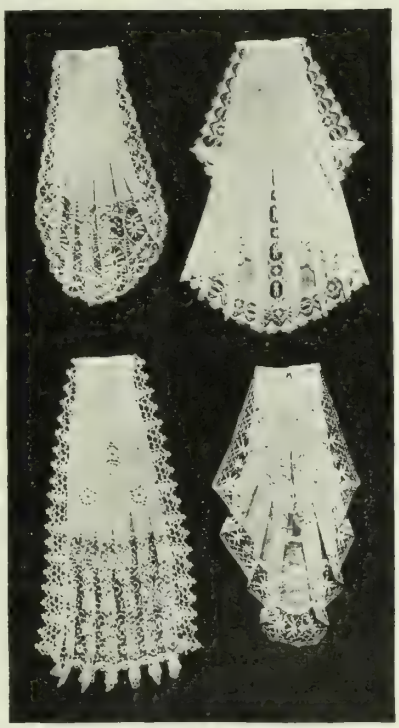
Style

☐ Price

Quantity







Dutch Collars

$1.25, 2.00, 2.25
DOZEN

$4.00, 4.50, 6.00
DOZEN

Dutch Sets

$2.25, 4.00, 6.00
DOZEN

Jabots

$10.50 gross
$1.25, 2.00, 2.25
DOZEN

Privilege of returning at our expense if not satisfactory.

FLETT-LOWNDES & CO., LIMITED

MANUFACTURERS

142 FRONT STREET WEST TORONTO

A picot edging with China beads has been noted on some of the new style waists. Deeper bead fringes show fancy combinations of bright colors. Crystal and pearl are featured for evening dresses, but wooden and rubber opaque beads will be the line favored for the afternoon costume.

Oriental bandings will again appear for Fall trade, but in cruder, brighter color tones and less intricate patterns.

Laces and Embroideries

Repeat Orders on Extra Deep Flouncings—Galoons Also in Request—Marquisettes and Voiles Selling Well

Extra deep flouncings, 45 inches, have received repeat orders, but other lines have so far moved a little slower than anticipated. There is no doubt but that this was due to weather conditions, and a brisk trade over the counter is now being done.

All-overs have done better than was at first expected. On the whole, galoons have been a little better than bandings.

Colored embroideries are much featured now by large city stores. These are on batiste and voile. Some very pretty white embroideries on light colors were seen. The embroidered dress of voile, with its cord girdle to match the principal tone in the embroidery is now seen in every other window. Marquisette in similar styles is also much featured.

Cluny lace bandings have so far been the leading sellers for Summer dresses. Point de Venise is the lace to be featured for dressy costumes, both for late Summer and early Fall trade. It is very likely that it will continue a high style trimming until next Winter at least. Whole underdresses are made of this extremely showy lace. Excellent imitations are on the market, where the price of the real article would not be practical for general trade.

Point de Venise bandings are strong. Filet bandings come next in popularity, and filet all-overs have had good sales.

Veilings and Scarfs

Soft Veilings in Plain or Fancy Meshes — Many Lace Veils Seen — New Auto Hood and Scarf Combined

The new veilings in soft finish have caught the public fancy and are now the leading popular line in all large centres. There is great variety in the style of mesh shown, but all the newest importations show the flexible Shetland finish.

Patterns include fairly large meshes with conspicuous chenille dot, as well as the closer mesh. Shadow effects are still much seen. Cobweb meshes are also featured in the new soft finish. Longer lengths are required for wear in the new style, loosely floating about the hat. At least a yard and a quarter is used on a plain sailor of medium size, and many veils have long ends at the back. A yard and a half is a good average length.

Lace veils have sold in unusual numbers. Black and white have been leaders, but champagnes and other colors are now said to be coming in with considerable strength.

"NAIAD"

THE SHIELD THAT PLEASES



UNSEEN—NAIAD PROTECTS

Help Your Summer Trade

by keeping well stocked with

NAIAD

THE SHIELD IN BIG DEMAND THIS SUMMER.

Why a Naiad, and especially for summer?

—Because it is strictly hygienic.
—Because a wholly sanitary shield.
—Because easily and quickly sterilized.

A HIGH-CLASS DRESS SHIELD IN EVERY PARTICULAR—COMMANDS THE CUSTOM OF YOUR BEST CUSTOMERS

SAMPLE BOOK ON REQUEST.

Wrinch, McLaren & Co.

SOLE MANUFACTURERS FOR CANADA

77 Wellington St. W., Toronto, Can.

FANCY GOODS NOTIONS and TOYS

German Crash Embroideries

Floral Designs are Distinctly Conventional — Stencilling Good

CUSHION tops and table covers of German crash with embroideries in silk or mercerized threads have been selling best among the fancy goods lines. Floral patterns continue leaders, but very different styles are now shown as compared with last year's. There is a fashion for the small, conventional bouquet or garland as seen in Louis wall papers, or the conventionalized floral designs of the English chintzes.

The Tudor rose has been exploited in a variety of forms. Many cushions have the decoration massed in one corner, with, perhaps, straight bars of satin stitch passing round the edge. Again, the pattern will occupy the centre, but one corner will be worked in a jeweled effect, and the others left plain.

Stencilled effects are particularly good, and embroideries which imitate the stencil patterns are also shown.

Cord and tassel finishes and fringes have been the leading lines. Many of the stamped goods coming with self or applied fringe.

The waist of cotton voile and marquisette stamped for beading and embroidery, continues to sell briskly, receiving many repeat orders. Corset covers stamped for Embriderie Anglaise have proved a selling line which is in steady demand. The lighter weights are now most in request.

Good Sellers in Hair Goods

Clusters and Loose Curls Still Good — Types of Popular Pads

In hair goods, clusters and loose curls are selling yet, and it is predicted that clusters will be good for some time to come. The round cluster appears to be the most popular, though a crescent shaped style is being shown that is likely to be looked on with favor when it is better known, as it can be worn either in its original shape or bent into a round design.

The cluster makes a very becoming head dress. It is easily arranged and very effective. It is made in a great many styles and grades of hair. Some of the clusters now being shown are made from Chinese hair, and it is urged that retailers should be very careful in their selection, as this class of goods is not properly prepared, not rightly dyed, and has a very coarse appearance, while the color is seldom a good match for the wearer's hair. It is also very often the case that these goods are not sufficiently well made to allow a woman to comb them out properly and make them over. The better class of hair costs very little more, and is much more satisfactory.

Hair rolls and pads are still being used, and there is a tendency to have turban caps back again. One of the styles being shown in turban caps has a hole in the centre, through which the wearer may put her own hair or a switch. With this cap the prevailing style is to wear the hair flat on the sides and fluffed about the ears. The cap has an opening at one side, which aids the wearer in adjusting it to the head.

The Psyche knot with a braided switch entwined around it, is one of the New York fads, and it is confidently expected that it will win popular favor here. It fastens to the back of the head and tends to give that long effect, as it stands out considerably.

The wholesale dealers report that they are commencing to feel a demand for switches, especially in the longer lengths.

It is predicted that hair ornaments will be stronger this fall than ever before. It is noticeable that the public is appreciating the higher class merchandise, and a firm which handles both cheap and high priced lines, reports that even the small stores, which usually handle only cheap goods are asking for something good.

Among the features in hair ornaments now being shown are silk bandeaus with different colored beads, particularly coral. Some plain velvet ribbons, mostly black, ornamented with rhinestone mountings, are expected to be popular.

In barettes the spider web effect is the latest and is expected to take the place of the bar barette to some extent. The black and white bar and the buckle shape are strong lines.

While combs are not strong at present, it is again asserted that they will soon return to favor. As a result, new and attractive lines are now being got out with every prospect of success.

Rhinestone hat pins are still considered very good, though they have been slow for the past couple of months. All the new samples from the other side of the water show rhinestone settings in every design. It is contended that they have been slow selling on account of the turban hat being in vogue, but with the return of large hats they are bound to be good.

Bags With Smaller Frames

Nearly All the Novelty Leather Bags Have Long Cordelieres — Suedes Still Selling Well, but Talk of Plain Finish for Fall

Bags of six or seven-inch frames are the most common variety seen among the advance goods just turned out by leather manufacturers for Fall trade. Many of these bags have very long cordelieres. Shapes may be either square or oblong, and frames are of silver or dull gilt, with or without jewel trimming. The flap, envelope shape, is much in use. All the newer bags have a decidely flat appearance.

It is not known how long the present vogue for the Madame Sherry and the wishbone frame will last, but it is expected to continue for some months. Consequently bags for Fall selling include these shapes, made up in suede and usually either tan or grey.

Satin and silk Madame Sherrys with long cord handle have had a surprising number of sales quite recently. Black and white stripes and fancies were taken well wherever offered.

A leading wholesaler in the leather goods line gave the colors in order of popularity for Fall trade as tan, black and grey. New York and Paris tans are featured, the softer shades proving best sellers.

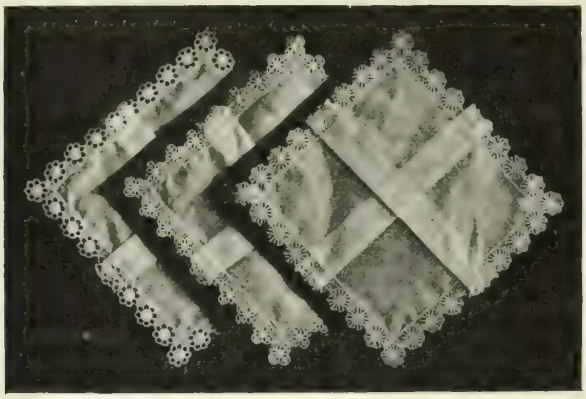
In addition to the above styles, the plain serviceable bag of ample dimensions and leather strap handle is again to be well received and sold in good numbers.

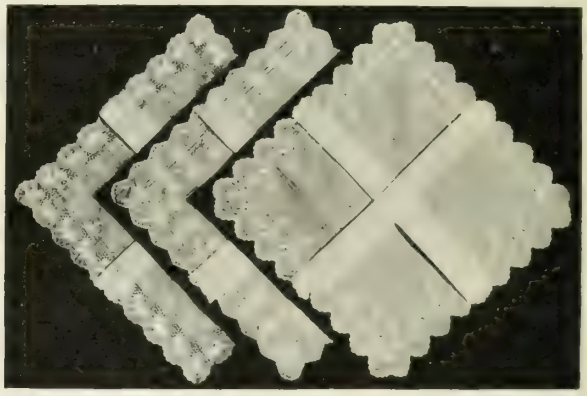
Profit in Toilet Articles.

Dry goods dealers in the smaller centres of trade might very well look into the advisability of carrying a line of toilet requisites in stock. The toilet goods department in the large department stores is generally conceded to be one of the best paying branches of the business, and the returns from it show an increase every year.

In one of the large departmental stores of Montreal, which was reorganized recently, it was found that the toilet sundries and drug department was about the only branch of the business that had been showing a profit, and the head of that department was the only one who was kept on after the general shaking up.

It is claimed that these goods show a good profit, and there is no risk in carrying them, as they are staple from one year's end to another, and do not go out of fashion as do so many of the dry goods lines. They never have to be sacrificed, as is the case with almost every other department in a dry goods establishment.





Novelty handkerchiefs — Shown by Flett, Lowndes & Co., Limited, Toronto.

Aeroplane Novelties.

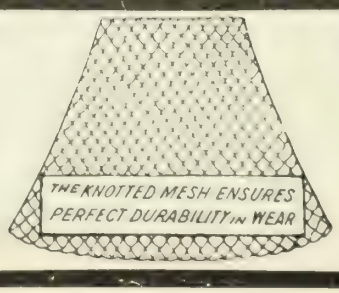
A line of articles specially suitable for card party prizes, favors or souvenirs, consists of the aeroplane novelties. These tiny articles are but a few inches long, but reproduce perfectly the proportions and construction of the famous monoplane, biplane and other forms. The car of the airship contains a variety of articles. One had a tiny velvet pincushion, another a thimble, one had a tape line, and so forth. They are painted and metal parts polished, and the whole effect that of a charming and novel toy. They should be particularly good for young people's parties.

B "COIFFURETTA" Regd
DOUBLE KNOTTED MESH
SHAPED SILK HAIR NETS

$4.80 per gross

TORONTO DEPOT:
Dieckerhoff, Raffloer & Co., Ltd.
Corner Simcoe and Wellington Sts.

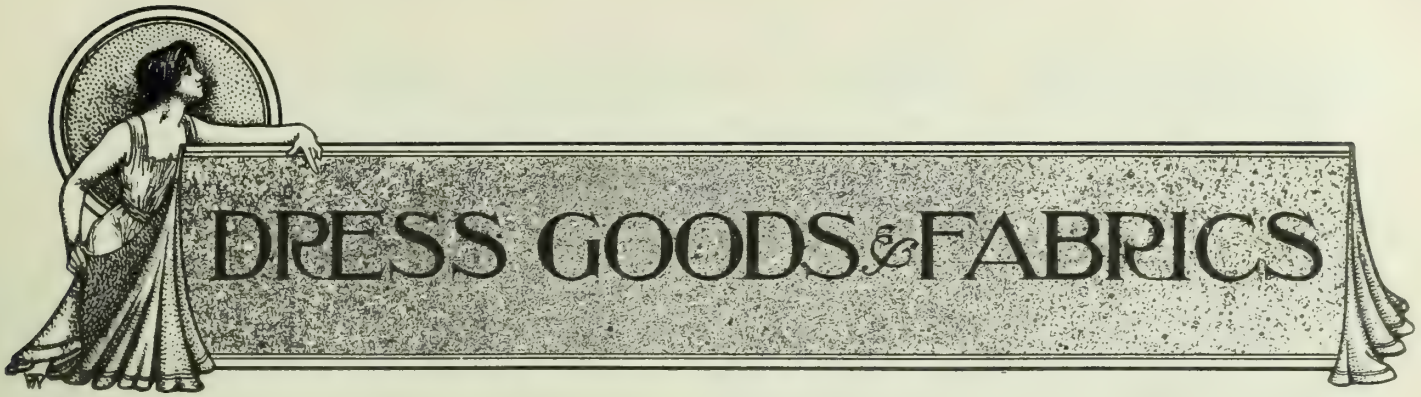
ROSENWALD BROS.
Sole Manufacturers
LONDON PARIS VIENNA



Each net in envelope

MONTREAL DEPOT:
Dieckerhoff, Raffloer & Co., Ltd
525 St. Paul Street.

MAKERS OF EVERY KIND OF
Hair Nets, Frames, Rolls, &c., &c.



New Colors Favor Velvets

Even New Lingerie Gown is Velvet Trimmed — Good Business Being Done in Velveteens and Seal Plush

ALL indications point to a big velvet season in the coming Fall. The fact that this is Coronation year will certainly help and the new colors are essentially velvet shades. Velvet is in high favor at present and the approach of warm weather is not affecting its free use. Even the new lingerie gown is velvet-trimmed, the smartest having a hem of velvet and sashes of ribbon velvet are also in evidence. The velvet parasol is a high style feature and many smart parasols have velvet edges.

At the Woodbine, in spite of the fact that the weather was most favorable to the wearing of light Summer gowns, some of the smartest worn were of chiffon and brocaded velvet and both dresses and suits of velveteen were very much in evidence.

The wide width chiffon velvets were introduced late last Fall and promise to be very much in request for evening and ceremonial wear. Style indications for gowns of this class favor drapery effects and trains and chiffon velvets are particularly well suited to effects of this kind.

The new chiffon velvets are as light in weight and as soft-clinging and as supple almost as the satins. The new colors are also very rich and beautiful. Reds of all kinds are coming rapidly to the front and a beautiful shade of ruby is much favored in this fabric. Wine is also a leading velvet color, and other new shades are deep turquoise, sapphire and linden and water green. Black, as always, is a staple shade.

Another feature in the velvet situation is the fact that velvet collars and facings after a long season of disuse are back again, and as collars are large and cuffs important, the cutting-up trade will require velvet in quantity for this purpose.

Good Orders for Velveteens.

There is no uncertainty about the position of velveteen in the mind of merchants and dress goods buyers, and good orders for this fabric are already placed. The jobbing houses have also placed good contracts ahead. This is fortunate as the trade will have to rely upon goods already bought as manufacturers have sold their output and orders placed now could not come to hand in time for the Winter season of 1911-12. Both plain velveteens and the hollow cut cords are selling. Black, ruby, wine, blue, brown and green are the leading colors. Velveteens are expected to sell for dresses as well as suits, and some very handsome coats are showing made of the hollow cut cords.

Seal-plush is another pile fabric that is over-sold and for which the manufacturer cannot accept further orders. In the States, velour de Nord, which is both lighter in weight and cheaper than seal-plush is selling freely.

Heavy, Rough-faced Fabrics

Suitings of the Tweed and Cheviot Order Sold Freely --- Growing Favor for Reversibles --- Borders are High Style

FOR some seasons now, buyers of dress fabrics have exhibited a very decided tendency to place orders at a late date, and for this reason it has become an increasingly difficult matter to present an early, accurate forecast of the materials and colors upon which the season's business will be done.

For the coming Fall, though travelers have been out for some time, orders are only coming to hand slowly, as buyers are unusually vague and undecided. Possibly one reason for the backwardness of the present season lies in the present high prices and the possibility of their continuance in the future.

Raw wool is high and values firm, and from the trend of values at the last series of London sales, no change in the nature of lower prices need be anticipated. The whole temper of the trade is against further advances so that there is no possible inducement to buyers to anticipate as the present price level promises to be maintained. Also there is the strong vogue of velvets, velveteens and silk fabrics to be taken into account, and the buyer is watching development in this direction before placing his final orders for woolen dress fabrics.

The strong indications are in favor of heavier fabrics for Fall, and heavy weight rough-surfaced suitings of the tweed and cheviot order have sold freely. Therefore, the natural inference is that goods of this type will be of leading importance later on.

There is a growing favor for reversibles. Reversibles are in a strong position in cloakings and promise to be one of the high novelties in suiting lines. Plain, solid contrasting color backs are perhaps most favored, and checked and striped backs are seen, while smart cloths are shown with napped or ratine backs and the main surface plain.

Camel's hair effects, zibelines, boucles and nigger-head fabrics constitute the novelty, and borders are high style. The more conservative trade is favoring plain cloths, but stripes, checks and mixtures are in great demand.

Interesting Color Combinations for Fall

One Leader Will be Red, White and Blue --- Queen Mary's Colors a Feature --- Deep Shades will be Contrasted with Touches of Brilliant Color --- Wedgewood Blues and the Raspberry Tones

As a general rule, the Canadian Millinery trade finds that the Claude Frere color card shows a more satisfactory range of colors than the one put out by the Syndicate. This year is no exception and owing to the absence of the brighter illuminating shades, the Claude colors will be used to supplement those on the Syndicate card.

The Syndicate card shows a collection of rich colors in dull tones that deepen rapidly into shades that are almost black. It is essentially a velvet card and the colors are strongly suggestive of a velvet season.

The high colors, as a rule, are selected from the Claude Frere card and the low tones and medium and dark shades are chosen from the Syndicate card.

Series of Golden Brown.

The colors of the Syndicate card specially chosen for the Canadian trade are the second and third shades of the golden brown series that is placed first on the color card.

Of these two colors, the lightest, 5202, is the one given first place. A series of six rich sapphire shades come second and the first four are chosen as the best colors, with 5208, the second shade in the set, as the most useful color.

The third set of colors contains six orange reds, and the second and fourth are the colors selected in this set, with the second shade, 5214, selected as the best color.

The fourth series shows three dull, deep purples, and then come six Royal blues, and next three dull olive greens. Then there is a set of six, shading from a medium emerald down to a very dark bottle green.

The eighth set consists of three mode shades, and then come six full purples, beginning with a bright medium shade and deepening rapidly down to a very dark plum.

Wedgewood Blue.

A set of three slaty Wedgewood blues come next, and then comes a series of six bronze shades of which the third shade, 5251, is put forward as the one best suited to the Canadian trade. Below is a set of three crushed raspberry shades. The next set of six begins with cerise and runs into a dark wine. The best color in the set is the third shade, 5260.

Under the six fuchsia are placed three greenish taupes, and then comes a set of six nickel greys. The last two sets on the card consist of a set of six Coronation reds and three national blues, of which the two first are selected as the most suitable.

From the Claude Frere card are selected two Autumn leaf shades, 2309 and 2360, and the four first shades of the turquoise blue series, with the third color, 2342, placed first. All the Empire green series are with the preference given to the light emerald that heads the set.

The Coronation Reds.

In the Coronation reds, the third and fourth shade are considered best with preference given to the lighter color. The three first and the fifth in the series, which is a dark purplish blue, are all thought well of for the high-class trade. The leading colors in this set are 2377 and 2380.

Then comes a cerise set of which the two first are considered the leading colors. Next is a set of coqu de roche shades, and the first four are recommended the preference being given to the third shade, 2396.

The last set on the card consists of three blues of which the first is a deep Royal, and the last two being a dark and a very dark navy.

Deep Shades with Touches of Color.

Color combinations will be specially interesting this Fall and as a rule, the deep shades will be contrasted with touches of brilliant color. A leading combination will be red, white and blue—the British National colors. All the deeper blues and Coronation red, with the addition of white, will be used in this connection. Blue and red will also be much used as these are Queen Mary's colors. Purple and navy will also be used with the middle tones of the bronze series, and with these colors the Wedgewood blues and the raspberry tones also combine effectively. The Wedgewood blues will be seen with amber, and cerise and crimson will be used extensively in combination with crimson.

The New York Market

Red, White and Blue Stripes --- Satin Foundation Veiled With Contrasting Color --- Velvets, Velveteens and Cords --- Bordered Crepes

(Staff Correspondence)

Office of The Dry Goods Review,
160 Broadway, New York, June 12.

EVER since the Spring opened, striped materials have been used in every possible capacity. Predictions have been made of their early disappearance, due to their being overdone, but the demand for striped fabrics has gone on increasing, and seldom has so marked a fashion maintained so strong a hold on so many parts of the fashionable woman's wardrobe. Combinations of striped and plain materials are put together in a host of different ways while the striped suit or gown shows the stripes running in directions.

New Color Combinations.

Hitherto, the combinations seen have been black and white, and blue and white, but for Fall, such vivid colors as purple and cerise, green and orange, Coronation blue and Russian green are shown in combination with black and white and red and white and blue striped fabrics, regarded as a future possible combination.

Some very striking effects are obtained by veiling one color with a contrasting one. The foundation will be of black satin and the voile or chiffon used for the over-dress will be in the new bright Coronation blue. Or the foundation will be of the bright blue and the over-dress of navy. Purple and cerise are placed over each other, giving a rich fuchsia tone.

For Fall, the new striped effects above indicated will be used over plain satins of a contrasting color. Thus, a black, white and blue voile will be used over a foundation of periwinkle blue messaline.

Favor for Pile Fabrics.

Fashion, however, is favoring velvet for Fall selling. Makers, both here and abroad, have booked big orders. Velveteens and hollow cut cords share this great popularity and the English, German and American firms now have all the orders they can fill.

As a fact, there is a furore for all pile fabrics. Seal-plushes have been ordered in such quantity that no further orders can be accepted, and caraculs and imitation fur fabrics are in a very strong position. Velour de Nord has also been well taken by the garment trade.

The advent of heavier dress fabrics has placed woolen goods in the first position, and the indications are for a strong novelty season done on boucles, Scotch mixtures and velour and boucle borders on plain cheviots and heavy serges.

The big majority of cloakings are reversible effects and every Fall collection contains a big assortment of reversible fabrics.

For the high-class trade materials made of high-grade wools and having a Whitney or camel's hair finish are selected. In this class may be mentioned such fabrics as peau de souris, mouse's skin, peau de gazelle, velours, ratines and chinchillas. These fabrics are shown in solid colors, melanges and in the new colored striped effects. Reversibles are shown in these fabrics, the one side striped and the reverse checked in the same color combination. Sometimes the face is napped and the reverse sheared.

Heavy weight broadcloths are also selling.

Clinging Effects in Silks.

The silk demand for the coming Fall clearly indicates that clinging effects are to be the vogue. The new satins are very light weight and are soft and drapy to the last degree.

Soft, sheer fabrics, such as marquisettes, voiles and kindred fabrics are still high style and will be used over satin foundations for ceremonial occasions and for party and evening dresses.

Satin tailor-made suits and one-piece dresses are also indicated for Fall, and for this purpose felt-backed satin and duchesse will be used. Crepes are also coming into favor and handsome effects in bordered crepes are shown. Bordered fabrics have sold well during the Summer and silks, veilings and satins are included in bordered fabrics.

Novelty lines include warp prints, brocades, changeable and striped taffetas. Serge silks or heavy surahs are much worn in Paris, and are being shown by importing houses in striped and in bordered effects.

The Fall Glove Demand

Cashmere, Chamois, Chamoisette and Lined Kids Have Taken Well — One and Two Button Capes Good — Run on Long Gloves for Summer

Judging from the reports made by Montreal glove dealers this week, long gloves will be little worn during the coming Fall and Winter, except for evening and full dress occasions. There are, however, predictions of an increased vogue for all the long varieties for next Summer. The demand this season has been so strong that most dealers have their stocks of long fabric gloves completely cleared out, with no possibility of replenishing them, since glove-makers are now busy working on Winter supplies.

There has been a good demand shown by orders already placed for cashmere, chamois and chamoisette gloves for Fall wear, and lined kid gloves have been well featured. For city trade the silk-lined kid have been especially good, and so also has a style of kids with linings of a silk and wool mixture which is warmer than silk but not nearly so bulky as wool

The biggest trade with wool-lined kid gloves is being done with country merchants and others who cater largely to a country trade. The greatest demand for fur-lined gloves has come from the Northwest districts, with a fair sprinkling of orders from nearby country places. These varieties find little sale in the city, the fashion for carrying muffs early in the Fall and again late on into the Spring, doing away with the necessity of wearing gloves for actual warmth.

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The Late Dating Problem

Important That Retailer and Manufacturer Should Have Better Understanding of Each Other's Position

MANUFACTURERS are complaining that the tendency towards the late placing of advance orders is on the increase. Merchants, they say, are pushing the matter so far that there is serious cause to anticipate a difficulty in obtaining garments when they are wanted to open the season. While it is impossible to ignore the merchants' point of view in these days of rapidly changing fashions, there is also something to be said from the manufacturers' standpoint.

Must Know the Conditions.

There is little doubt that a clearer understanding of the conditions which govern the production of ready-to-wear garments on the part of the merchant and a closer study of the difficulties facing the distributing end would have good results. The buyer must show the right styles, and the manufacturer must have the time in which to procure materials and to import cloths. There are also the running expenses to consider and they can be best kept to the satisfactory level when the run of business is continuous.

Though certain lines cannot be bought to advantage away ahead, this does not apply to staple garments. Garments of this class are always made on what were the past season's successes, and as these styles are established there is no reason why garments of this class should not be ordered early.

Open Orders.

The placing of more orders would also be a great help, and there is no reason why more orders of this class should not be placed. Practically no new cloths will be introduced for the use of the cutting-up trade for the Fall and Winter of 1911-12. If open orders were given to the manufacturer he could provide the cloths and other materials required, leaving the style question to be settled later.

In some branches of the garment trade this policy is worked with complete success. When orders for lingerie waists for the Spring of 1912 are taken, there is the proviso made that the sleeve put in shall be the up-to-date one, and the manufacturer guarantees that such shall be the case. This allows lawns and trimmings to be bought to advantage and to be on hand when wanted. Why, therefore, if the plan works out successfully in the one case should it fail in other lines?



Shepherd's check child's garment with red trimmings. — Manufactured by Flett, Lowndes & Company, Toronto.

Take the length of the suit coat, for instance, always an unsettled factor, why should not the manufacturer in a like manner, when taking early orders, guarantee to give the length fashionable for the coming season?

Should Get Together.

Garment retailing is a new and untried field with many merchants, and therefore they have not a practical grasp on many important running details. Therefore, if the merchant and the manufacturer would get into closer and more sympathetic touch on this and kindred questions much mutual benefit would result.

Order by Telegram

Eclipse

To Make Sure of Delivery on These Handsome Dresses



The styles advertised recently by us were sold out within a few days of the appearance of the advertisement.

Striking new models coming through weekly. You can rely upon us giving you the earliest correct models.

All grades and all prices.



5496 $7.50
Very handsome lingerie model, richly trimmed with white Swiss embroidery and French valenciennes, new kimona waist with peasant sleeve, sizes 32 to 42.

5492 $2.50 net
A very popular model, handsomely trimmed skirt and waist, exceptional value. Misses' sizes, 14, 16, 18 years. Ladies' sizes, 32 to 40.

Shirtwaists

We still have an attractive variety of new styles in Kimona Waists. Best plan is to send an open order, trusting to our selection to be satisfactory. If it does not prove satisfactory return at our expense.

It's the something different that does it

THE ECLIPSE WHITEWEAR COMPANY, LTD., TORONTO

New Trimming in Waists

Manufacturers Will Secure Variety by Working Out Novel Effects -- Hand Embroidery -- Cord and Braid Effects and Velvet Used

The chiffon waist made up in colors to harmonize with the suit is again in the lead for the coming Fall, and it looks as though variety was to be given by the use of numerous new trimming effects. Each manufacturer is laying stress on something new in the way of trimming schemes and therefore a varied season with an unusual production of beautiful models is ahead. Hand embroidery, machine embroidery and cord and braid effects, and bead-work are all used extensively. Velvet is also beginning to be used with chiffon.

The kimona model is almost universal, but models are shown with the sleeve set in and with the kimona yoke or shoulder. The advantage of this cut is in the more comfortable fit given, while retaining the kimona effect. The ¾ sleeve is seen on all dressy blouses, but the high transparent collar is quite as fashionable as the square cut or round collarless neck.

The lace waist promises to be a feature again in waist lines. Heavy plauen laces, fllet and embroidered net effects will be used for making these waists, and the more expensive models will have a layer of chiffon placed over the silk lining to throw up the design of the lace. Striped chiffon waists with touches of high color in the trimming will be much used.

For early Fall wear, lingerie waists with touches of colored embroidery in the yoke and cuffs, and also waists of marquisette and voile either made up in white with colored trimmings or with colored embroideries will be seen.

Fancy taffeta and satin waists on the tailored order are selling well. The sleeve used is narrow from shoulder to wrist and is finished with a straight cuff.

Pipings, buttons and touches of satin in contrasting shades form the most acceptable trimming.

The New Fall Coat Styles.

Heavy reversible tweeds and cheviots are the big sellers in separate coat lines and the models taken are enveloping and in full length. The new models are either slightly shaped to the figure or cut in straight lines. High-waisted Empire models are also good and particularly in the more dressy models are meeting with increasing favor. A new feature is the band of braid or material placed around the coat under the arm and giving the effect of a large armhole. The sleeves are wide and put in without fullness and some of the newer ones have a V under the arm giving the long arm's-eye effect.

The collars are large and form large revers in front. Some coats fasten over at the side but many models fasten straight in front. Lines of buttons are a favored trimming and the deep cuffs and the patch pockets are all button trimmed.

Three-piece Suit Arrives

Materials Favored: Velveteens, Wool-backed Satin and Silky Zibeline Materials -- Waist Cut in Kimona Fashion

The increasing importance of the more dressy suit is responsible for the appearance of the three-piece suit. While it is not claimed that the three-piece suit will have the selling strength of the two-piece, the fact that models are being shown is of sufficient importance to note.

The materials favored are velveteen, wool-backed satin and silky zibeline materials. As a rule the coat and skirt are of the fabric, while the bodice is of chiffon trimmed with embroidery and lace. The waist is cut in kimona fashion, and cuff effects of lace are used and the same lace being introduced also at the neck. Some of the material is, as a rule, brought up to the bodice to form the lower part of the waist. Sash effects, panels, and double effects are used, but all draperies must be so arranged as to give the long slender lines now so firmly established. Lines of buttons are a strong trimming feature.

Practically all manufacturers favor 28 inches as the standard of length for the plan tailored suit. For the dressy two-piece model, a little shorter coat is shown and the three-piece suit is shown in coat lengths running from 28 to 36 in. long.

Some of the new skirts button down the side of the front and show a slight opening at the bottom filled in pleats or showing a little touch of color just where the skirt rounds at the foot.



The Florence Hood.

A scarf hood for auto or outing wear is featured under the above name. A double width scarf is used, and shirrings in cunning arrangement form the hood, which is run and tied with satin ribbon in shade to match. The long, full ends may be crossed, throw-over style, and allowed to hang like a widow's veil, or bowed in front.

Fancy scarfs for evening wear are now beginning to appear in the new designs for Autumn and Winter, 1911-12. A metallic tissue in silver and in gold, with border painted in stencil pattern, was one of these. Less showy, but more expensive, numbers are of soft crepe and ninon, and many of the French importations feature painted effects, small and large. Richer and brighter colors than formerly are used. In all accessories the present tendency appears to be in favor of strong color tones in clearly outlined forms.

Crystalline, plain and waterproof, is again much in use for low to medium-price auto scarfs.

Much talk of the new Parisian scarfs for evening dresses for the coming season is heard. These scarfs are decidedly Oriental, and show both printed and beaded decorations. Colors are strong and put on in simple, almost crude, form. Crescents, stars, and the more familiar mathematical designs of the Oriental type are the shapes used. Undoubtedly these eastern effects will again have public favor, but not in the elaborate designs and shaded colors seen last season.

Many French dresses have the fancy scarf built into the gown itself as an essential part. Fringed ends complete the more elaborate styles.



Paris gown of soft satin veiled with bordered crepe. The fuller skirt, the increased use of drapery and the short round train should be noted, also the new shape of the bodice.

Soft-Finished Fabrics for Fall Dresses

New York Shows French Serges, Henriettas, Etamines — Crepe de Chine and Silk Crepes Strongly Featured — New Styles are very Simple — Flounces, Frills and Pleatings Used in Skirts — New Ideas in Veiled Waists

(Staff Correspondence)

Office of Dry Goods Review,
160 Broadway, New York, June 12.

EARLY Fall lines of dresses are now on the ence, many style features are identical with road, and while there are points of differ- those now in vogue. All the new dresses are made from soft-finished fabrics, such as French serge, Henriettas, wool batiste, etamines, and fabrics of like nature. Satin is retained, both for dresses and trimming, and crepe de chine and silk crepes are strongly endorsed.

Some of the new models are finished with short satin coats, some of which are in sack fashion, and others having a short peplum piece that reaches just below the waistline.

Skirts are a comfortable width, and most models measure from 2½ to 2¾ yards around the bottom.

Though the peasant style of sleeve appears on many models, there is a more or less general return to the set-in sleeve. Some of the new sleeves show fullness at the elbow, held out by cane or featherbone, and another new effect is a long Directoire sleeve put into a deep shoulder piece and finished with a frill at the wrist.

Manufacturers are also showing new models in net, chiffon, marquisette and voile, combined with charmeuse and soft satin. Cotton voiles and marquisettes are also made up with soft-finished taffetas and surahs.

Frills, Pleatings and Insertion.

The styles are very simple, the skirts being in straight-line effect, with some trimming effect at the bottom. Frills, pleatings and lace insertions are all used. Soft-folded fichus, lace or embroidery collars and girdles and sashes are features of these new gowns. A totally new model shows the waist in silk with Directoire coat-tails from the hips to the centre of the back, and the front finished with a wide girdle.

Coats and Wraps.

Some very attractive new models are being put out for Summer selling in linen coats. The natural linen shade is the leading color with collars, revers and cuffs of colored linen, the favored colors being wedgewood blue, cerise, purple and Empire green. For auto wear, however, the coat with facings of the natural linen is preferred, as they stand the frequent washings better. Models are either in simple straight-cut effects or are high-waisted and finished with wide belts. The fancy shapes have large revers and collars, and the simple straight-cut models have the notched collar and mannish cuffs.

For wear over Summer lingeries, transparent novelty wraps of voile, chiffon or marquisette are shown. Some are cut exactly like a coat, with elbow sleeves and wide revers, but the majority are cut in kimona effect, and have the skirts set onto the high waist with a cord. Other models are made in cape fashion. These models are handsomely embroidered, are shown in cerise, purple, wedgewood, and Empire green, as well as black.

Early business is being done largely on garments of pile fabrics, and buyers are placing good orders on medium-priced coats of seal-plush. In cloth models, based upon present styles, a very good business is being done.

Worsted Embroideries on Waists.

The latest novelty in waist lines is the use of worsted embroideries, and it looks as though worsted embroideries in Hindu colors and patterns were to succeed the Bulgarian and other hand-embroidered patterns. The Indian visit of King George and the Coronation Durbar are responsible for the introduction of these colors. Beads in brilliant shades will be extensively used, and buttons formed of beads will be a feature.

The chiffon waist is still with us, but is taking on a new form. The lining now is of white chiffon and the waist is of some bright shade of the same material inset with bands of lace or trimming. Over this appears a low-cut, sleeveless jumper in another bright shade of chiffon. Bead trimmings finish the edges, and if the model has one of the new outside belts, forms the belt also. Sometimes the jumper crosses both back and front in surplice fashion.

Revival of All-over Waists.

There is a decided revival in the wearing of waists of all-over lace, and models of this class are doing well for Fall. Where they are to be used to complete a colored suit, touches of the color are introduced by means of embroidery, pipings, or, newer still, frills of colored net, or collars of chiffon.

Expensive lingerie waists are numbered among late Summer offerings. The materials used are of the finest texture, and the trimmings are of expensive hand-made laces.

Misses' Suits and Coats.

Lines of misses' garments are now being offered. The skirts are usually about 2½ yards wide, and the majority of models show the introduction of concealed pleats to the knee. Buyers are taking kindly to these models, as they consider them more practical, and there are few stores that have no narrow skirts left on the rack because they were so tight as to be unsalable.

Directoire skirts, having the skirt slashed to the knee, and pleats let in, or with the slashed hem, are also selling. The length of the suit coat is 28 to 30 inches, straight cut or shaped slightly under the arms, and with the new large collars and turned-back cuffs.

Reversible Cloths Prominent.

The novelty in the separate coat lines is due more to the new materials than to any radical change in shape. Reversible cloths are very prominent, and the balance is made up of heavy cloths in fancy mixtures, stripes and plaids and rough-surfaced fabrics in plain colors.

Directoire revers, pointed shawl collars, imitation hoods and large round collars are all used. Modified Empire coats are cut with the sleeve in one with the coat, and Raglan, as well as the regulation coat sleeve, are used.

Green Parasols Selling

Parasols Now an Active Line—Late Importations for Immediate Sale — Fringes Featured on High Class Lines

Green silk parasols have received the greatest amount of public demand so far. All the new colors are featured, but the brilliant Kelly green and the emerald shades are the best sellers. "Hetty Green," a deep olive shade has been shown as a novelty. These parasols are preferred in plain style, rolled or loose, with long directoire sticks, stained to match.

Cheaper lines of raw silk and the mercerized fabrics have sold well. Floral borders were most acceptable. Linens and fancy cottons were also well taken, as usual.

The high class lines show much use of fringe, both of self and sewed on. Fancy silk parasols in this style had canopy tops. French importations have a novel shaped, very deep, canopy. Colors of these numbers are very brilliant, including King's blue, the new green, fuchsia red and coronation purple.

Among recent French imported parasols for popular trade, new arrangements of the black and white stripes are seen. Shadow effects in narrow, graded pin-stripes were shown, as also were broad stripes and block effects. Plain silk parasols in these styles have been among the season's best sellers, very few showing frills or trimming.

New York specialty houses have featured the velvet parasol to an extent undreamed of here. Remarkable lightness of weight has characterized some of these numbers. A thin velvet is used, with lining of fancy patterned or striped silk in contrasting and lighter colors. More practicable styles are those which show a silk top with stripe, dot or edge of velvet. Some of these have been shown here and took excellently well, though not so popular as the fringed parasol. It is expected that the present rage for clear, bright colors will tend to add to the already great favor shown the plain silk, colored umbrella. This style has been much used as a parasol this summer, and spring sales were especially good. The idea of matching the umbrella to the costume will be again prominent in the Fall, and a full range of dark colors will be shown.

Directoire sticks of medium to long lengths, for women, and Opera and Prince of Wales styles for men, continue leaders.

THE NEW YORK MARKETS

Venise Most Fashionable

Light Laces for Flounces --- Bands and Allovers Good Sellers --- Shetland Mesh in Veilings

Office, Dry Goods Review,
160 Broadway, New York.

June 12.—Band trimmings are firmly established in fashion's favor and the demand is for both the narrow and wide varieties.

Filets and Cluny laces are the best sellers at present, and buyers are also including them in their Fall ranges. For Fall selling, Venise imitations are taking a high place. Buyers are enthusiastic over these laces as manufacturers are putting out some exquisite goods. Venise is always fashionable when velvet is worn and laces of this type promise to be very fashionable next Fall. Entire dresses of Venise are now fashionable in Paris, and wide bands are used as panels or to complete the length of the tunic.

Flounces are indicated in the near future and for lace flounces, sleeve ruffles, side-frills, and for underwaists and yokes, light laces of the Chantilly and Maline type are indicated. Plain Brussels net, dotted nets and Oriental net laces will be wanted for the latter purposes.

Shetland Mesh the Novelty.

Veils are very extensively worn, the demand being for either white or black, white being the best seller. The novelty in veiling lines is the Shetland meshes in the new soft or Shetland finish. Shetland finishes were first introduced in heavy net designs, but to the finish is now added the characteristic knitted lace patterns in which the Shetland wool veils are produced. The colors selling are white, champagne and black. Champagne is good because it is more becoming to many complexions than pure white.

Spider-web patterns centred with a small woven dot are good, and a Coronation novelty shows a small crown as the centre of the design.

New Hood and Fichu Effects.

Though sailor collars are still most fashionable, there are a number of other and newer large collars worn. These are the new hood effects and the deep pointed and rounded fichu models. Marquisettes, nets, batiste and Swiss are used with touches of both white and colored embroidery and inlet with cluny, valenciennes, baby Irish and filet laces. Collars of this kind are not only worn over a coat but are used as an efficient finish to gowns of silk, linen and lingerie.

Fichus are now an established item in neckwear lines, and a big business is being done in them. The fichu is useful as its addition turns a simple frock into a dressy gown.

Pleated side frills are shown in a big variety of fabrics in lawn, mull, batiste, different light laces and also in black and colored satin.



Simple high-waisted dress of foulard showing the use of lines of buttons and cord loops as a trimming effect. Also the way in which a simple gown is changed into a dressy model by the addition of a lace fichu. Paris model.

Three-piece suit finished with a bolero coat showing the combination of two different widths of stripes. Paris model.

Customer Asks for Return of Deposit

Replies to Review's Salesmanship Contest Show as Many For as Against --- Much Depends on the Salesman and the Circumstances --- Case in Which Customer was Tactfully Led to a Decision --- Opinions on Both Sides

THE PRIZE WINNERS.

First prize—J. McNabb, Listowel.

Second prize—K. S. Fenwick, Paquet Co., Quebec.

Third prize—J. H. de Roche, Peter McSweeney Co., Moncton, N.B.

OPINION upon the problem presented in The Review's last salesmanship cartoon seemed evenly divided. The question was: "Should a merchant return or retain a deposit paid on a garment or other article, by a customer, when, after he has held it through one or two of the best weeks of the season, she informs him that she has decided not to take it?"

Of the replies received, an actual count showed that just as many salesmen believed that it would be inadvisable to sacrifice a good customer by retaining the $2 deposit, as there were those, who chose to stand by the business principle involved in the purpurchase of an option, and keep the money. One or two others would convert the occasion into an opportunity to sell goods from other departments of the store, or in the event of failure, hand back the money.

It would appear to be an impossible matter to set a rule that could be rigidly followed here, by which the merchant could in every case ensure fair treatment for himself and satisfaction of the customer. In matters of this kind there is so much "give and take," so much depending upon the status of the customer. the salability of the article, the danger of precedent, and the force of circumstances that one may be fully justified in hesitating to say "give" or "keep."

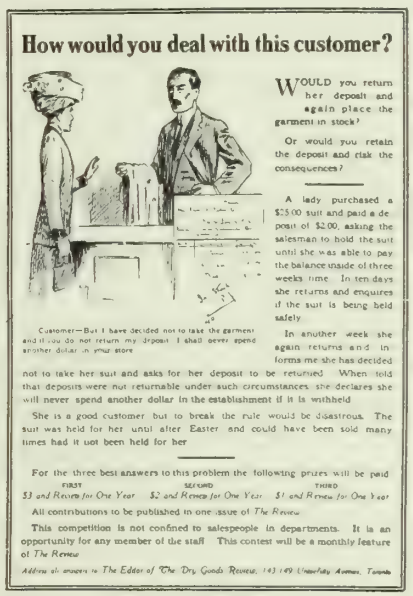
Good and Bad Excuses.

Where the excuse is at all reasonable, as in a case where the garment would be useless to the customer, or where she found that she could not pay for it within the time she expected, and did not wish to incur the debt, having decided probably to do without the article, it would seem advisable for the merchant to return the deposit. Under such cases the customer would undoubtedly look upon his action as a distinct obligation and might easily be induced to purchase other goods to the amount at least of the deposit. The excuse may be so indefinite that in many cases the merchant can still interest the customer in the garment and eventually make a sale.

Have Definite Understanding.

The attitude of the customer in the cartoon is somewhat resentful, and her reply evidently followed a statement as to the store's policy by the merchant. In arranging the characters thus, The Review had hoped that some of the replies would have given information as to steps taken by merchants to thoroughly inform the customer as to the responsibility involved in a deposit. Such information had evidently not been previously given, or if it had, it had not been sufficiently emphasized either upon the slip given in connection with the transaction or by the salesman.

It is possible, in a tactful way, to secure an admission from the customer beforehand that she understands fully the conditions that go with a deposit. In many departments special slips or checks



CUSTOMER—"But I have decided not to take the garment, and if you do not return my deposit I shall never spend another dollar in your store."

are provided for use in cases such as this, with a statement to the effect that deposit money will not be refunded when the customer decides to reject or refuse purchase. No request will then be made for refund unless the circumstances are of a most extenuating character, and it is then an easy matter for the merchant to exercise safe judgment.

It's Human Nature.

In case the money is retained, the customer receiving nothing in return, it will be a difficult matter for the merchant to win her away from the thought that he had taken money for which no value had been given, and that he was therefore not entitled to it. Human nature is human nature, and the customer will be unwilling to see the merchant's side of the matter, since, to her, it takes a somewhat intangible form.

Merchant Must be Fair.

This is, of course, a matter in which merchants must not tolerate those whom they know to be habitual offenders. An example, once in a while, may do more good than harm. Nor is it a problem admitting of gross unfairness. The Review has in mind a case where a merchant accepted a deposit from

a wealthy customer on a valuable garment. She wanted him to lay it aside for her for a few days. In the meantime she went to a neighboring city and bought something she liked better. She returned, told the merchant she had decided to do without it, and asked for the deposit. He returned it to her without a word because she was one of his best customers. To have refused, would have lost her.

A few days later a customer in poor circumstances, but good pay, had a garment laid aside and paid a small deposit. Shortly afterwards she informed him that she couldn't pay for it immediately and had decided to do without it that season. The merchant informed her that he could not return the deposit. He thereby lost a customer who was more likely to be loyal and conscientious than that more influential person.

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Sold Her the Garment.

The first prize has been awarded John J. McNabb, Listowel, who describes a case almost identical with that described in The Review, and who solved the problem in a very satisfactory way. Not only did he adhere to his policy, in the matter, but used an opportunity to best advantage in leading her along to a decision. He writes as follows:—

"A week or so before Easter we had our ladies' suits on display. They were the most up-to-date ever shown in town, as regards style, fit and finish. The quality of the goods was excellent.

"The first day these suits were on display one of our best cash customers was in the store. Of course she began to admire them at once. Then was our chance to try and bring results. I explained to her the making of the garments, the quality of materials used in them, also the neatness of fit. Of course, this was all done without letting her know that I was trying to sell her a suit, or making a special effort to sell her one, but simply showing her our Spring goods, which were arriving daily.

"Finally, she became so interested in the garments that she tried some of them on and, in so doing, was so well pleased that she paid a deposit of two dollars on a twenty-five dollar suit, asking us to hold it for her for about three weeks in which time she would be able to pay the balance.

"In the course of about ten days she returned enquiring if the suit was being held for her. In a week, she returned the second time enquiring about her suit. This time she said she had decided not to take it and asked for her deposit.

"When it was explained to her that deposits were not returnable under such circumstances, she declared she would never spend another dollar in our store if her deposit was withheld.

"During the display of the former suits, they had all been sold to such good satisfaction of our customers that we had another shipment forwarded us, but they were a little better value.

"I told her of these and asked her if she would permit me to show them to her. She consented and, when these were shown, her idea of the suits changed and she soon became more interested than ever.

"After some explanation regarding the suits, she willingly tried some of the coats on and when seeing the excellent fit along with the grand material, which was better than in the one she first picked on, she considered for a few minutes, then willingly paid the difference in the higher-priced suit on the deposit and had it delivered to her house.

"In my opinion, it is better not to argue with the customer but try and find out in some way how they can be suited."

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Appeals to Sense of Fairness.

K. S. Fenwick, of the Paquet Company, Quebec, who is awarded the second prize, leaves the matter entirely to the decision of the customer, after explaining to her exactly the attitude of the firm in such circumstances, having taken the precaution at the outset to assure the customer that her satisfaction was of far greater concern to them than the small amount involved. Mr. Fenwick writes as follows:—

"The way I would deal with the customer who demanded her deposit returned, is as follows:—

Customer—"But I have decided not to take the garment, and if you do not return my deposit, I shall never spend another dollar in your store."

Salesman—"That, madam, is a consequence which we cannot afford to risk. You know our policy has always been 'absolute satisfaction or money back.'

"And, if we were to incur the displeasure of a single customer, we would suffer a much more serious loss than the mere money involved in any individual sale.

"We are going to satisfy you in this case—absolutely. But, before you decide as to what will satisfy you, we are going to ask you to answer one question frankly.

"That question is—'Why have you changed your mind?'

"Remember, we will be equally frank with you. Perhaps you have found that the money you intended to spend is required for some more pressing need? In that case, we will gladly hold the suit another week or two. Or, it may be that you have seen something you like better? No?

"Very well. Then, we are going to let you decide the matter for us. You will listen to the evidence, weigh it carefully, and we will promise to abide by your decision.

"That's fair, isn't it?

"Now, this suit has been put aside for you at your request. We could have sold it for $25.00 a week ago; but now that Easter is past we cannot get more than $23.00 at the outside.

"That means that, if we return your deposit of $2.00, we will lose that amount simply and solely because we agreed to hold the suit on your promise to buy it.

"Now, we are quite ready to return your deposit and lose this $2.00, if you insist, but do you really think you are perfectly just and fair in demanding that we stand this loss?

"Think it over carefully, and then decide for us. As we said in the beginning, we will do whatever you honestly consider to be perfectly fair."

"This is, in my humble opinion, the only possible way to handle such a case, and in most cases, the customer will be honest and decide in your favor. If not, her good will is worth more than two dollars—for a disgruntled customer can do a store a whole lot of harm if she wants to."

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After all Else Failed—Return Deposit.

J. H. de Roche, manager of the dress goods and silk department, Peter McSweeney Co., awarded the third prize, would take a course which would assure him the continued patronage of the customer, though first emphasizing the policy of the house and as a last recourse, endeavoring to sell his other goods to the amount of the deposit. Mr. de Roche writes as follows:—

"I would talk to the lady in a kind and convincing way, explaining fully our rules governing the case; also telling her that we had many demands for such suits during Easter trade and that now much of the demand had passed.

"However, if all plausible reasoning failed, I would return her the $2.00 deposit pleasantly, asking if she wished anything else to-day. I would then try and interest her in some other goods and if possible sell her, and, if not, hope to see her soon again. She would feel that she had not acted honorably in the matter and would hardly boast of her victory to others that might make a like demand.

"Very few instances occur of such an unreasonable request and mostly all customers would be pleased to forfeit such a small deposit in the event of not taking the suit. This lady being a good regular customer it would be business policy to return her deposit, rather than incur her displeasure."

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Try to Sell Her Something Else.

As there seems to be so much diversity of opinion upon this question, The Review is here giving some of the other replies received.

G. D. Osgood, of the Sussex Mercantile Co., Sussex, N.B., also believes that it would not be a wise plan to antagonize the customer and would endeavor to sell her other goods. His reply follows:

"I would greet her in the following manner: 'Madam, I am extremely sorry that this has occurred because you will understand that when we accept a deposit we consider the sale closed and the suit sold. You see, that is the very reason why we ask you for a deposit because, in the meantime, we have lost the sale, many times, of that very suit, and as the season is getting late it will not now be readily sold. You are sure that taking all these things into consideration, you do not see your way clear to take this suit off our hands?'

"If she still persisted that she did not want the suit because she had good reasons for not wanting it, that she considered that we should give her the deposit back and that it would make a difference in her attitude towards the store, then I would place the following proposition before her:

"Well, as I said before, I am very sorry that this has occurred, but you will understand that if I were to return this two dollars to you, then there is no reason why we should not return a deposit to any person asking for it and thus our rule in regard to deposits would be of no use. However, as you did not fully understand that the sale was closed when you placed your deposit and as we want to use you fair and square and at the same time uphold the rules of our establishment, we will allow you to take out other goods to the value of this two dollars and return the suit to stock. We hope that you understand our position fully and realize that we are making an exception in your case which we could not do again.

"I believe that the lady would be perfectly satisfied with this arrangement and the incident would be closed.

Reasons why I would do this:—

"First. I would place the matter squarely before her because there might still be a chance of her taking the suit.

"If I saw there was no possiblity of her doing so then I would do as I have suggested because I do not believe it pays to antagonize a customer if there is any way out of it, and even if the season was getting advanced there would still be a possibility of selling the suit.

"We would, however, be really breaking our rule, but done in this way it is doubtful if the lady would see it if she did not have enough business sense in the first place to understand that when she placed a deposit on the suit that she was expected to take the suit and pay the balance or forfeit the deposit."

A Case in Point.

Angus McNaughton, Huntingdon, Que., Writes: "After a long experience in business, I have come to the conclusion that it is better to return the deposit if the customer persists, as such demands only happen at very rare intervals, and somehow it is most liable to happen with good customers.

"A case in point. The day before Christmas, when my store was rushed and every moment counted, after spending a lot of time, I sold a customer a suit. Two dollars was deposited and the suit put aside. After the New Year the customer called, demanding the deposit, with the reason that she saw another suit that pleased her better. Under the circumstances, I remarked that my time that day was surely worth $2.00.

"I notice that I was paid for my time, but have not had occasion to give any of a large family my valuable services since.

"There is such a thing as friendship in business. I find it better to put goods in stock and return deposit. Good goods will sell. Keep good customers."

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Would Alter Garment.

Ethel Billingsley, Leicester, Eng., writes:

"Taking into consideration that the lady is a good customer, I should say, 'I am sorry Madam you cannot see your way to take the costume, especially as we have held it over now three weeks for you, but

at any rate as you are one of our special customers, we will in this instance refund you the deposit and perhaps we shall be more successful the next time we have the pleasure of doing business with you.'

"In the meantime I would take the rejected costume back to the workroom, have it sufficiently altered so that it would not be recognized as the same garment, and when next the lady came in, would sell her that same garment again, which she would be delighted with and would not recognize as having seen it before."

The Advertising End of It.

Kaufman & Umphrey, Port Arthur, have this to say: "We are interested in this particular question for one particular reason. We have found, by experience, that it pays to act as we suggest.

"The $2.00 refunded and a satisfied customer are better in our estimation than forcing the sale of the suit, or even the good the $2.00 would do if retained.

"The suit will sell, and the customer will undoubtedly be a permanent one, and stand fast for the store that thus accommodates her.

"At the moment, the transaction is hard to bear, but we find such cases the cheapest advertisements."

Would Not Return It.

Edward J. Carter, with The Merchants, Limited, Brandon, Man., would deal with the problem as follows:

"I would not return the deposit to the customer, but would explain to her that this suit could have been sold a number of times since laid away for her, while now the season, practically over, it would be difficult to say exactly when it would be sold, pointing out the amount of loss probably incurred by letting the season pass with this suit still in stock.

"In many cases a customer may be reconciled by offering to return her deposit if you are able to sell this suit within a certain time, without loss, but in most instances it will be found more profitable and businesslike to stand absolutely firm by your rules. And your customer, when she has time to think over your decision, will see that you have only been just to her and to yourself."

Asks Customer to Share Loss.

Thornton J. Mitchell, with The H. A. Edgett Co., Vancouver, would address the customer thus:—

"Madam, we appreciate your visits and patronage and have always endeavored, by fair dealing, to merit your custom.

"This garment, as you know, is thoroughly good, both in style and quality. The price of twenty-five dollars is very reasonable for a suit of this character and when you purchased it, we had, and believe you also had, confidence in its merit and desirability.

"Our firm is always pleased to accommodate persons known to the house in every reasonable way, consequently we gladly accepted your deposit of two dollars in place of the full purchase price, thus believing we had done you a favor.

"As you know, people who purchase this class of garments are practically all fitted out, and we will have to sell this garment at a reduction of from five to ten dollars.

"Now, madam, we do not wish to be unjust or to act in any way that would appear uncompromising, but we believe that in this case we have shown at least five reasons for our actions. 1. Quality of goods. 2. Price was right. 3. Perfect willingness on our part to arrange payments to please you. 4. Departure from our rule of retaining deposits would eventually wreck business. 5. You feel that you are losing two dollars, yet through no fault of our own, we are likely to lose from five to ten dollars on a garment which was 'sold.'

"We are willing to stand the loss any reduction would make necessary, and, under the circumstances, we believe, that as a fair-minded woman, you will share to a slight extent the loss occasioned.

"I believe the above method would tend to awaken some admiration in the heart of a customer for a firm so carefully adhering to a just policy, besides straightening the difficulty.

Question Easily Answered.

Russell H. Williams, Regina, writes:—"The question, I think, is very easily answered. I would ask no questions but gladly return the deposit and put the garment in stock. A customer once lost is hard to regain."

S. Oxley, Toronto, replies as follows:—"The solution of a difficult problem would depend entirely upon its environments, and in this age of 'new ideas,' the paramount question to be solved is, 'how to make the shopper contented.' In the case mentioned, the rule of the house was not only antiquated, but violated the general principles of business of the present day. There is no house which is a living monument to the money-refunded ideal. Every business man has to take a chance to be successful. Circumstances of a private nature not to be disclosed, may have been the cause of the lady's refusal to take the garment. And, further, the same individual may be a fine buyer in another section of the store.

"Diplomacy being the better part of valor, surrender with good grace the $2 and reap a greater harvest of business by retaining your customer."

Strong Sweater Coat Demand.

Montreal, June 12.—Ladies' knitted coats, sweaters and vests are to be in strong demand this Fall, according to all the authorities. The manufacturers state that there has been a heavy demand upon them and practically everything has been cleaned up for Fall delivery. The wholesale houses report an unprecedented sale and say that the manufacturers cannot supply stock fast enough.

One of the large wholesale houses in Montreal reports the biggest year in their history in this line. They have orders booked ahead for more than $45,000 in coats of various design, mostly staple lines.

The retailers are preparing for a busy season and while for the most part the styles show little change from last year, the range including full length, three-quarter length and the ever-popular Norfolk jacket, are some novelties that are likely to be popular.

One of these is a 42-inch coat, knitted in double stitch, with shawl collar, large slanting pockets and turned up cuffs, bound around with a fine wool braid. Another attractive coat, is one about thirty inches in length, with turned-over collar and cuffs.

Special Order Abused Becomes Nuisance

Some Ready-to-Wear Manufacturers Cutting Them Out Altogether — Unreasonable Returns — Measurements Not Always Accurate — Good Alteration Department Would Reduce Problem to a Minimum — Helping Small Retailer

IN men's wear, as in ladies' ready-to-wear garments, the past few years have brought the special order into prominence as a factor to be seriously considered.

So far as men's wear is concerned, there are not only specialty houses handling this kind of business exclusively, but many of the large wholesale manufacturing establishments have special staff equipment devoted to the special order end.

Helps the Small Retailer.

In the development of the ladies' ready-to-wear garment industry, it is recognized that this kind of business has been inevitable. Numerous circumstances and conditions have tended to make it so. The small local merchant has been entitled to a certain amount of backing in his fight against tthe mail order business. A merchant anxious to prove to his customer that there is no good reason why she should do her shopping by long distance, takes her measurement, has her select a design from the mail order catalogue or fashion journal and with sample of cloth required, sends everything to the manufacturer, with instructions, maybe, to rush. A price limit is generally fixed.

Again, it often happens that a person, not of stock size, fancies a garment in the merchant's range and orders one made to that design.

Rejecting the Specials.

Unfortunately, abuses have crept in. Some manufacturers declare the special order is a nuisance and are cutting it out altogether. Others who handle a large number in the course of a week, say it is a most vexatious business because of the numerous returns, the majority of which are for defects traceable to original measurement and calling for alterations which could be easily made by a competent dressmaker.

In many cases merchants have only to read between the lines in excuses given by manufacturers to know that some of them would rather do without the business than touch it. They are already trying to reduce the problem to a minimum.

The female form divine has not that permanency of line which renders the making of men's clothing a comparatively easy matter. There seems to be some truth in the statement made by a manufacturer that women change their shape every time they get new corsets and that a measurement taken one week may not be right the week following. Corsets and things can be used with great diversity of effect. Then again, a woman's tastes are so changeable.

Changed Her Mind and Her Corsets.

The merchant may take a measurement that he believes absolutely accurate. It goes to the manufacturer and in due course the finished garment made in absolute line with specifications, arrives. The merchant expects the garment to fit like a glove: so does the customer. But in the meantime, she may have changed her corsets, or her mind. She does not like the fabric so well when made up and must find an excuse. The skirt doesn't fit snugly about the hips. The sleeves are a trifle long. She concludes that she cannot be satisfied with the garment, and anyhow, in the meantime, she has seen something she likes better.

What happens? In many cases, the merchant takes a firm stand, has his alteration or dressmaking department make the necessary changes, backs up the manufacturer on the accuracy of the order and eventually wins.

In other cases, and manufacturers declare they are multiplying, the garment is thrown back at them, and because it may have been built on unusual measurements, he cannot get rid of it except at a decided loss. A sticker in a manufacturer's wardrobe is as much a sticker as on the retailer's rack.

Measurement Must be Accurate.

In the first place, in taking advantage of the assistance that the manufacturer is willing to give him in holding his local trade, the retailer must see to it that measurements are absolutely accurate. Manufacturers state that the great trouble seems to be in the hip specifications. Either the merchant does not take these correctly or the person too carelessly exercises her privilege to reduce or enlarge them according to whim. If he is to use the special order to any extent the merchant should either be competent to take measurements or have a person, preferably a lady, who is. A skilful dressmaker is practically indispensable because she not only knows her business, but can very often place a reason for defect, where the merchant himself would have no notion of it or not care to mention it.

Then, again, a good alteration department is absolutely essential. Many merchants will find that they could either co-operate with a local dressmaker in this matter or engage one with exceptional advantage not only to the ready-to-wear but also to the dressgoods section.

Manufacturers state that they do many hundred dollars' worth of special order business with retailers from whom they never have a return from one year's end to the other. The explanation is efficient measurement and capable alteration department.

It cannot be conceived that the retailer is going to bone the manufacturer to adopt a course of self-protection by refusing to consider the special order. There is enough evidence to the effect that where business is properly handled, it can be used to exceptional advantage by the retailer. When abused, and garments allowed to remain in the hands of the express people, the retailer's credit is undoubtedly bound to suffer.

Develop Dressmaking End.

Should there be combined curtailment on the part of the manufacturer, an important alternative is open to many retailers—the development of their dressmaking department by the employment of people competent, not only to make alterations, but

to handle special orders to the great benefit of the dress goods section.

Specials are Indispensable.

Retailers with whom the question has been discussed declare the special order to be an indispensable part of their business. All of these people have well-organized dressmaking departments in which they say they can take care of quite a number of specials which would otherwise have to go to the manufacturer. They further stated that they had received no intimation that could be taken as meaning that manufacturers desired to eliminate special orders, and they could not see that it would be a wise course to drop them.

While some manufacturers seem disposed to drop special orders entirely, others declare them to be the mainstay of their business.

A Manufacturer's View.

"We get scores of specials every month," said one man, "but the merchant who persistently returns is a nuisance. We charge 10 per cent additional for making up garments on special designs, but even that does not always pay for the extra cost. In many cases, it is a downright accommodation to retailers to have their specials attended to, but when garment after garment is sent back for some defect in measurement, it becomes intolerable. The unreasonable offenders may find themselves blacklisted in time. In such event they will be at a distinct disadvantage with the man who handles this business properly. The problem could be reduced to a minimum if the merchant had an alteration department of his own, or had some arrangement with a capable dressmaker."

The Review would appreciate communications from retailers as well as manufacturers on this matter in order that it may be fairly discussed.

Busy on Advance Styles

Montreal Designers and Manufacturers are Producing Effects in Black and White Check Worsteds and Fancy Wool Materials, Satins and Foulards.

Staff Correspondence.

Montreal, June 12.

THE continued vogue of the one-piece gown being now practically assured for Fall and Winter wear, designers and manufacturers are busy on advance styles in these to be developed in black and white check worsteds, fancy wool materials, serges, cloths, satins and foulards. Many of these garments, especially in the heavier materials, are shown with long sleeves, but in the gowns of lighter materials for house and afternoon wear the peasant sleeve predominates, and these are almost all in the three-quarter cut.

The straight line tunic, or tunic effect, obtained by the judicious arrangement of trimming bands, is noticed on some of these gowns, especially those intended for street wear, and on these also are shown the large collars and revers on both sailor and round effects.

The high waistline is still a feature of one-piece dresses, finished with simple stitching in the heavier goods, with girdle and sash ends in many of the more fancy effects.

The Citoyenne Waist.

The citoyenne waist is a novelty promised for Fall wear, which is being shown in several variations. In a Fall costume of navy satin a semi-fitted portion falling to the waist line completely hid the raised line of the skirt. In another style a soft pleating fell from the edge of the raised waistline of the skirt, while a third with girdle at the normal waistline had a peplum falling over the top of the skirt.

White Satin Waists.

White satin waists in plain tailored and shirtwaist as well as fancy effects are promised a good deal of favor for Fall wear with two piece costumes. For semi-dress occasions the white lace blouses, in some cases relieved by touches of colors, will probably have a place with those of marquisette and chiffon.

Fall Outing Coats.

Among the Fall outing coats already being shown are those of double-faced materials, either in two solid colors, or with the outside plain and the inside a bold check or plaid design. The coats are not lined, and in some of the models the collar, revers and cuffs are really turnovers, showing the reverse side of the material. The combinations shown include black with black and white, fawn with fawn and blue, fawn and green and fawn and brown; navy with navy and turquoise, and several other attractive effects.

Night Gowns.

While the Empire night gown with all its pleasing possibilities for the use of allover embroidery and lace yoke is still largely featured in the Summer lingerie displays, there are two new styles shown which seem especially adaptable for heavier cambrics and flannelettes for Fall and Winter.

One is the bolero effect, obtained by the use of insertions, and sometimes further ornamented by a ruffle of embroidery following the outline of the insertion. In this style all suggestion of yoke is omitted.

The second style is much more simple in effect, with a plain yoke, square, round or pointed, in the back, with the front trimming of lace or embroidery arranged lengthwise from neck to hem. Among some of the more fanciful designs are shown gowns with sailor collar and cuffs of allover embroidery, with ruffled embroidery edge.

Undoubtedly the introduction of so many new lines has stimulated trade, which at first was very slow in this department. The late Summer and early Autumn promise to see excellent sales made.

Retailers should show the new veils at the counter by using a Judy with hat of medium size. Many women will buy the veils simply because they see what effective results can be obtained on a plain sailor or small to medium turban. It is a pretty general rule that the smaller the hat itself the longer the ends of the veil at the back. However, a sailor hat proved the most attractive display medium of several used in a large store.



Like Merchant--Like Goods

For the Modern Merchant—Radium Hosiery

Your hosiery department needs these well designed, perfectly made Radium Hose to boom its sales and build up its regular business, hose that never lose a customer once gained, as they give splendid service. This is a strictly high-class line; in fact, hosiery equal in quality and attractiveness to RADIUM BRAND would be extremely difficult to locate in the Canadian trade.

RADIUM HOSIERY

offers the biggest range on the market in pattern, finish and price. See this line before placing your orders for new stock. It will be to your advantage.

Perrin Freres & Cie.

28 Victoria Square Montreal

Wallpapers for Next Season

Thoroughly Adapted to Present Popular Forms of Decoration --- Favor for Cut-out Effects Has Been Well Recognized

THE wall paper lines produced for 1912 furnish increased evidence of the growth in Canada of the high standards of interior decoration. From the merchant's standpoint this growth is of the utmost importance, as it means that a good line of wall paper has now become one of the most profitable lines he can handle.

One extensive line noted shows the thorough adaptability of the 1912 papers to the present popular forms of decoration is their distinctive and outstanding feature. Apparently mindful of the popular predilection in regard to "cut out" effects, a large number of the matching borders throughout may be subjected to this process.



One of Stauntons' exquisite designs for the coming season. The novel colorings in both flats and plain embossed gilts are delightful. The cut shows a plain trellis design with floral trail superimposed above the room moulding.

Among other features of this line of 1912 papers, self tone blanks with 9 in. and 18 in. borders are extra attractive. The borders themselves are especially distinctive. Duo-colored stripes with ribbon decorations also make a splendid impression, as likewise does the great assortment of blanks showing small designs particularly suitable for small rooms.

An array of plain effects with pretty contrasting borders in floral and conventional designs, come in jaspes, linens, silks and a variety of novel weave effects.

Fabric effects with small over patterns used with bright colored borders strongly suggest the French lines. The borders are in complete harmony with the prevailing coloring of the hanging.

The requirements for the bedroom are well looked after, and include a wide assortment of floral patterns of extreme beauty. The gilt papers show a pronounced strength in beauty of designs and colorings. The patterns are all enhanced in value by the use of gilt, and except where specially suited, are not shown in any other grades.

Parlor and drawing room papers are well represented. Independent and combination papers in gilts and embossed gilts and silks appear in great variety. A large range of high-grade flats and printed oatmeals deserve special mention. In this grade some special designs for the bedroom will be greatly admired. The rising popularity of the plain oatmeal papers has led to the production of matching friezes of great artistic value. These are printed in a variety of shades of oatmeal to match the plain papers. All of the patterns may be cut out, if desired, and some of them are adaptable for panelling purposes with very simple manipulation.

How to Lay Linoleum

Take Every Precaution Against Dampness — Cementing Down — Making Perfect Joints — Covering Stairsteps

(Courtesy of Otto T. E. Veit, Toronto).

Alterations of the extent of the linoleum are caused by shrinking in consequence of moisture (of the floor or the cement or the glue), or by the extension of the fabric, especially with Granites and Inlaids. Spread the linoleum on the floor and leave it there, if possible, several days to give it time to adapt itself to the peculiar conditions of the floor to be covered. Where shrinking is anticipated, add about three quarters of an inch in length when cutting the linoleum.

Wet cleaning of the floors shortly before the laying of linoleum is to be avoided, because the moisture is absorbed and retained by the floor and afterwards causes damage.

Temperature. The temperature is of importance, as it is difficult to handle cold linoleum; therefore rooms which are to be covered in cold weather should be moderately warmed.

To fix solely the edges is only advisable with plain and printed linoleum in the better grades and upon a thoroughly dry wood floor. Thinner linoleums and inlaids should in all cases be pasted down entirely.

To cement down the linoleum over its entire length and width is the most rational and economical plan. Where the floor is to be kept intact, as in rented houses or with parquetry floors, it is sufficient to paste it over with waste paper and glue the linoleum to this. After the removal of the linoleum the floor can then easily be put back into its former condition.

1912

STAUNTON WALL PAPER

Do not think that we overestimate our claims of superiority.

If you knew now what we know about this 1912 STAUNTON line you would tell us to guarantee anything and the goods would back us up.

"Wait for our Traveller—on the road July 3rd."

STAUNTONS LIMITED

941 Yonge St., Toronto

Edges. These should, if possible, always be pasted down with cement to close the joints against the infiltration of water.

Nails. These should be avoided. If the floor is level and smooth, nails, which always disfigure the linoleum, are unnecessary, but where nailing is unavoidable, small tacks without heads should be used.

Joining toward the wall is effected properly, if the skirting board is afterwards put on the top of the linoleum or put on so that the linoleum can be shoved under it. Or a small ledge may be added to the skirting board.

Joints. To put down the linoleum without the least joint between two pieces, overlay the edges the least bit, leaving them at first free of gluing substance, then after one or two days cut off the lower overmeasurement by carrying the knife along the upper edge; cement the edges down and burden them.

Loading Plates. The best loading plates for this purpose are made of cast iron They must lie even and may have a solid coat of paint, which, however, must not come off or be sticky. If no iron plates are at hand, boards loaded with bricks will serve the purpose. The loading plates should remain on the linoleum till the cement is dry

The linoleum should be laid, if possible, trending toward the windows, as in this way the seams are least conspicuous; on wood floors lay it, if possible, athwart the boards.

Asymmetries. As is known, small asymmetries of the pattern cannot always be avoided. They are prevented or minimized by commencing to lay from the middle and by stretching the one piece and keeping back the other. Sometimes it is necessary to take out a small wedge along the seam where the fault occurs.

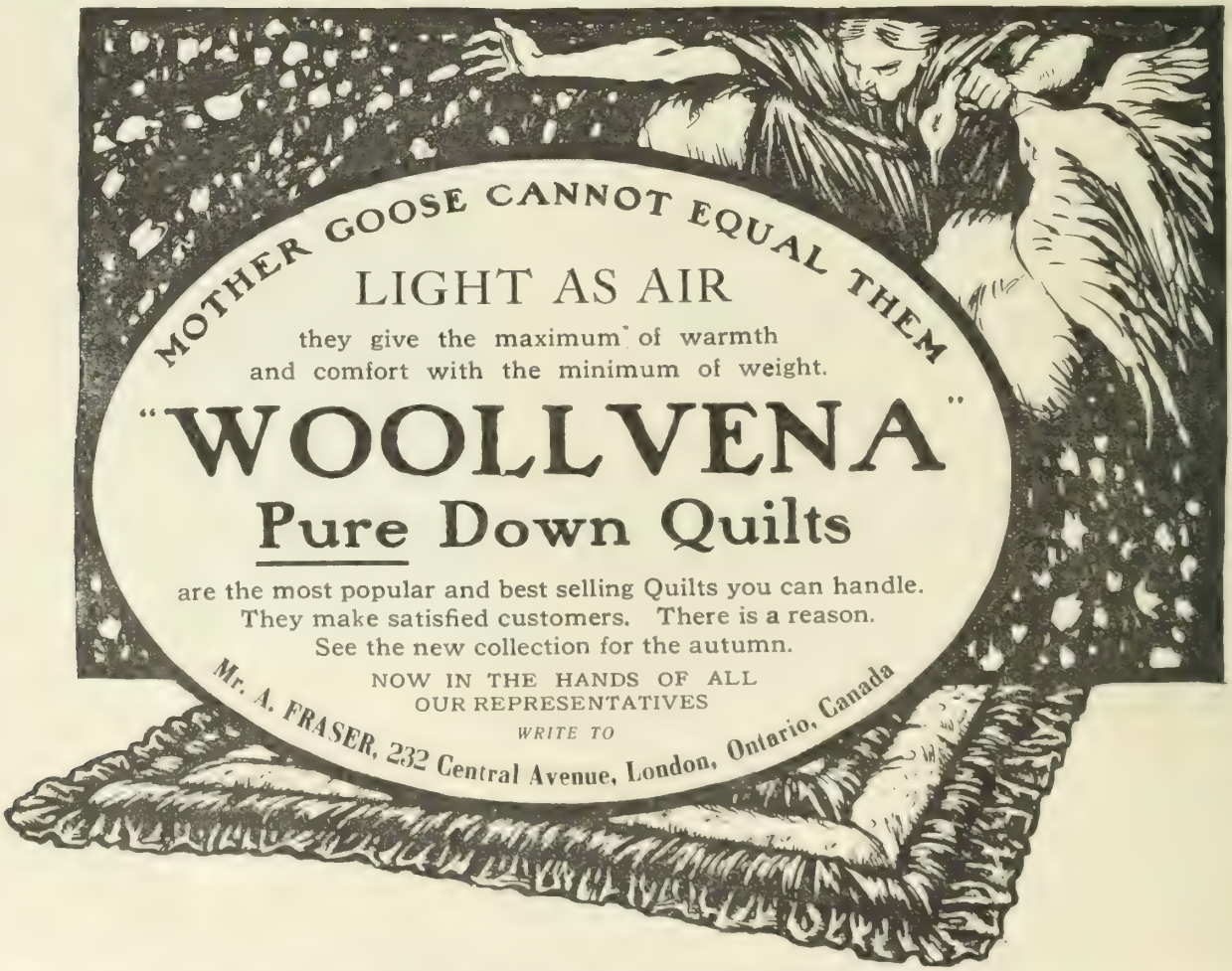
Stairsteps must not be covered quite up to the front edge. The linoleum must reach only so far as to have a level, firm base and in front must be sloped by knife or plane; wherever possible use iron or brass edge rails. Worn out steps must be equalized by using a wood moulding; stone steps, by filling the cavities, or by any other appropriate method. When making concrete steps, it is judicious to make them with deepenings for the linoleum plates, or with holes for the rail dowels, or to apply the rails themselves.

Moisture. In case moisture has spoiled the cement and threatens to cause further damage, the linoleum must be taken up, and after being dried must not be relaid until after the floor is thoroughly dried out.

Brass flower pots and jardinieres are being sold by large stores at prices which make them a popular article. A very nice-looking small flower pot was retailed at a dollar.

REPRESENTATIVES IN FRENCH MARKET

ONE OF THE OLDEST ESTABLISHED COMMISSION HOUSES of Paris would like to act as Purchasing Agents on the French market for all classes of merchandise imported into Canada. Address—G. W., THE DRY GOODS REVIEW, Toronto.



New Colors Shown in Mid-season Hats

Pacifique, Blonde, Carbon, Sand and Absenite — More Medium Sized Hats Worn — Picture Shapes Piquant in Expression — Coral and Pink Now Common Being Replaced by Blue in many Tones, Empire Greens, Black and White.

Fall and Winter Millinery Colors.

BLUES—Royal, navy, turquoise, sapphire, wedgewood.

REDS—Ruby, wine, Coronation, cerise, fuchsia, orange red.

BROWNS—Golden brown, bronze, coque de Roche.

GREENS—Empire, emerald, bottle green.

PURPLES—Violet, pervenche.

HATS are smaller this season than they have been for some years. Though many small models are still worn, the summer tendency is toward the hat of moderate size. This was a marked feature of the millinery seen at the Woodbine. Many picture shapes were worn and many piquant and coquettish models, but as a rule the very large hat and the extremely small one were barred, the smartly gowned woman wearing the hat that was between these two extremes.

Ostrich feathers are a craze for the larger hats and many of the smaller shapes are feather trimmed, and even when flowers are used they are often posed in feather fashion, and formed into aigrette, pom-pon and other feather effects. Tri-colored or shaded effects in plumes form one of the extravagant effects of the season. Large single plumes of inky black form a high relief note on hats of vivid color.

There have been few seasons where so many beautiful effects in ostrich have appeared. Full-headed long flued French curled feathers are used on the most expensive millinery, but fashion favors the many novelty plumes, bands and fancy effects in fancy feathers.

Sprays, showers and plume effects are made from the shorter feathers, some of them showing the natural mixtures of grey and white. Many of the new plumes show the stem curved, humped and twisted in an eccentric manner, and the flues are curled or curved in various directions. Some of these fancy plumes are willowed and form a fringe effect that showers all directions.

Paris hats show wonderful osprey and paradise plumes in shower, aigrette and swirl effects.

Good Ribbon Season.

The prospects for a good ribbon season are brightening considerably and many models are now trimmed simply with a well-made bow of taffeta, velvet or satin ribbon. Hats with the large ribbon bows are simple, chic and serviceable and while smart enough to be worn with a fashionable frock they can be worn under a veil for motoring or with a simple cotton gown for street wear.

Strong contrasts and harmonizing color blendings are the fashion. Thus a hat of mauve straw was wreathed around with rich pink roses having a hint of lilac in their centres, and at the back was placed a dashing big bow of deep, pinkish, purple velvet.

A lovely hat shown in one leading store was of pale blue hemp. This was one of the new high crowned picture hats, and the brim was lined with satin of the same shade with a binding of dull silver cloth at the edge. Massed on the top of the crown, a little to one side at the back, was an immense pom-pon or aigrette of shaded pink to crimson carnations. The stems and stalks were of a silvery, green, and flowers and foliage showered gracefully on all sides. Effects of this kind are very beautiful when well done, but they require the greatest art and skill to prevent them looking stiff on the one or eccentric and untidy on the other.

The Unusual in Flowers.

French milliners seem to be seeking for the unusual in flowers, for instance a big graceful white hemp was trimmed with a wreath of Autumn leaves shading from brown to crimson, relieved with pale green fern, and with one or two purple and yellow pansies twined in. At the side was placed an aigrette effect, composed of deep pink roses, black velvet poppies, and several spikes of red and yellow wallflowers. All this combination was tied together by a bow of pale blue velvet that was used as a base for the aigrette,

Another lovely flower-trimmed hat was also of hemp, the brim faced round with a row of white camelias and the crown wreathed with blue forget-me-nots, softly veiled with white lace. Nothing could be more beautiful or summerlike than this pretty hat.

The big, flat-crowned, wide-brimmed sailor is much worn by the younger women. These hats come in rough natural straws, in hemp or Milan, and in rice straws. A novelty is the sailor with the crown and brim of fancy silk with a brim facing of straw. One seen was bright blue silk with white dots the size of a quarter, and faced underneath with rough black straw.

The big flat wide brimmed Marie Louise picture hats are very much worn this season. This is the only shape this year that is never trimmed with plumes, for feathers would totally destroy the severely graceful outline that is the chief charm of this shape. The proper trimmings are pale-hued streamers and stiff little tufts of flowers. Lace is used to face the brim, and often the whole crown is veiled with lace. Tiny roses with tightly curled petals are the proper flowers for trimming these hats.

Creton veiled with chiffon is being used by some of the leading milliners, or the same effect is gained by using hemp and covering it plain and smooth with flower-printed chiffon, the final effect being a soft mist of bright colors.

The Leading Colors.

Blues of the bright persuasion are the leading colors, emerald green and black and white are the leading tones. Purple is also in evidence. Earlier in the season much was seen of rose and coral, but these gay colors easily became common, and are

being dropped by the high class trade in favor of blues, clear greens and black and white.

New colors used in millinery are Pacifique, blonde, carbon, wheat, sapphire. There are also some shades of ruby reds and glowing deep pinks that are being retained, and white and navy is one of the most fashionable combinations, and indefinite colors such as sand and absinthe are combined with black.

Pacifique is a lovely shifting shade of sea-water blue; blonde is the color of old silk lace, and carbon is a new black-blue with a hint of purple, and is named from the paper used for making duplicate impressions.

Stiff Ospreys For Fall

Brush Varieties Likely to be Strongly Favored — Good Many Quaker and Poke Bonnets at Ceremonial Events

Montreal, June 12.

Salesmen on the road with millinery trimmings for Fall trade, report a good demand for ospreys, especially those in the stiff brush varieties. Black and white are the leading colors, although those in the principal tints of the new Autumn colorings have also sold well.

Ospreys are appearing already on some of the ultra-fashionable hats. Her Excellency, Lady Grey, at the Montreal races, wore a small navy toque with straight full black brush osprey at the left front. Many of the newer hats for Summer wear are particularly attractive with trimmings of both flowers and osprey mounts.

There is no hard and fast rule as to the placing of such trimming. They are placed to the left or right of the front at any angle to please, decidedly chic being the arrangement which has the mount placed straight across the front starting from the right. With back trimmings still in favor, the osprey is sometimes seen standing stiff and upright.

Mohair picture hats very wide from side to side, with a graceful upward sweep to the right are the models selling best this month. Some of these are showing a helmet-shaped crown higher in front than behind, and all are worn so as to show a few clustering waves of hair about the face, which, with the graceful lines of the hat itself, lend so much to the softening of lines and expression.

A summer trimming which has been meeting with favor in Europe, but has been only rarely seen here as yet is the new lace feather, which, besides being light and pretty, are extremely effective, made in deep cream or black lace, with a fine net ground and thick pattern. Each feather is made from a forty-inch length of lace with the straight edges over-sewed together with the end, which forms where the lace is doubled, so gathered that the edge lies flat when the lace is opened out straight. A length of support wire is button-holed down the centre with two lengths of fine support wire at right angles across about five inches apart. A chic arrangement as seen on one of the new large hats was a mount of two lace feathers at the left back, standing almost upright, the only other trimming being a wreath of rosebuds and foliage.



The latest ribbon novelty. Floral jabots, hair ornaments, and bouquets, made in different shades of silk, with green leaves, safety pin fastener at back. Shown by Davison Bros., Montreal.

Some Curious Color Changes in Millinery

Coral and Blue, Green, Black, Burnt, Were all Good, and Now Purple is the Color of the Moment — Red Also Used — The Heron to be Protected — Flower Men Having Their Troubles — Revival of Fruit

Staff Correspondence

Office of The Dry Goods Review,
160 Broadway,
New York, May 31.

DURING the past month, the millinery trade has done very little but grumble over conditions. Whether it is the weather that has affected sales or whether, as the general opinion seems to be, that the helmet, banded sailor and other scantily trimmed hats are to blame, it is difficult to determine.

Another reason advanced by the theorist is that sales of marked-down hats, which formerly were held in August, or at the earliest, late in July, are now being held in May, with the result that women, instead of being tempted by them to add to their already sufficient supply of hats, are depending on them for their allotted number.

Tendency to Rush the Seasons.

There is certainly an ever-increasing tendency to rush the seasons, and this one is no exception. It has proven so unprofitable in many lines that the idea seems to be to gloss over it as quickly as possible and hurry on, hoping for better days.

Try Hard to Make Flowers Go.

The bulk of the complaints comes from the flower manufacturers and importers. In spite of the most strenuous efforts on their behalf to make flowers "go," they are having but a half-hearted success. There has been more of a demand for them, it is true, during the past couple of weeks, for the weather has been warmer and people have been preparing for their Summer exodus to seaside and mountain.

The New York women somehow do not, this season, take kindly to flowers for town wear. One sees them in the evening, at music halls or in tea rooms, late in the afternoons, but after the theatres empty their audiences into the numerous "lobster palaces," one sees huge aigrette trimmed hats or those that are buried under ostrich or else trimmed only with velvet bows or a very scant arrangement of flowers.

An unusually large hat of the sailor persuasion in white chip, had a bunch of pansies applied flat to the brim, well toward the back, this being the only trimming employed, the hat not even being faced. This hat, one of the smartest seen at a recent function, is illustrative of the mode.

Small Flowers Lead.

As there is a very decided preference shown for purple in the most vivid shades, there is, of course, a demand for all purple flowers, and of these pansies lead. As has been previously stated, small and medium-sized flowers lead, but there are a few larger roses, poppies and magnolias used. Among the mid-summer flowers that are favored are apple blossoms, peach blossoms, bachelors' buttons, fuchsias and gauze roses. There are a number of white flowers being used, particularly on dark hats, such as purple or black. These flowers, in chiffon and gauze, are expected to save the flower situation. There are also small "oyster white" velvet flowers that are applied flat against the brim, but as a general thing, flowers are used to bank crowns, often entirely concealing them.

Prohibits Sale of Heron Plumage.

There is, of course, considerable agitation over the aigrette question, the Audubonites having fought for the protection of the heron. After July 1st, the law prohibits the sale of heron plumage, so that at the present time, aigrette, being the smartest of smart millinery trimmings, they are in brisk demand and commanding high prices. White aigrettes are used extensively in Paris as they are here, and so, of course, the attention of the trade is focussed upon the question of imitation. Nor is the heron the only bird protected by this bill. The trade here as well as in all parts of the country affected has put up a big fight, but the edict has gone forth and the bill passed.

Curious Changes in Color.

It is curious to note the various changes in color that have been rung this season. At the start, coral and blue were the only colors that were talked of. Coral never attained the prominence expected, but blue, as all the world knows, has never had a longer or stronger run. About a month ago, Byzantine green and other vivid greens suddenly burst upon us. Green, however, was used more as a trimming. Green ostrich bands and other effects were used on black, blue, burnt or grey hats and green was used as the lining for satin wraps, showing in turned back cuffs and revers. There were comparatively few all green hats, although when ostrich was used, the hat certainly had the appearance of being all green. Hardly had this vivid color become established as a favorite, when along comes another purple, equally bright. Unlike green, purple was used for the body of the hat instead of for the trimming only.

Occasionally one finds a purple hat trimmed with another color, but it is only occasionally, for the all-purple hat, although it may be in two shades, is without question of doubt, the hat of the moment. It may be a curious color to be popular at this time of year, but a deep purple hat with a white frock is wonderfully stunning, particularly if a parasol and, maybe, belt, bag or hosiery repeats the color. Red is used, too, and is next to purple, the most popular for the one color hat.

Pressed Hat for Dressy Wear.

As usual, the pressed hat has been chosen for the dress hat. There are, of course, a number of hand-made toques and beguins worn, and a few large hats developed in straw braids and silk, but all prophecies to the contrary, the large pressed hat remains the favorite, with either straight or upturned brim.

As previously stated, there is not a wealth of trimming used on the majority of hats, nor are there



Close fitting bonnet-like hats are high style. The one shown is of white hemp, with brim of black velvet. The trimming is a band of crochet lace and marabout and uncurled ostrich in wing effect. Paris model.

as many facings. A clever and more or less novel method of binding a brim, or rather a part of it is to use a four or five inch ribbon, right over the edge for a given distance, but not entirely surrounding the hat.

As we know, ribbons are much in demand, but they have a decided rival in piece goods, particularly velvet, which is used for many bows.

Demand for Moire.

Coming events, it is said, cast their shadow before them, and so the trade is expecting a demand for moire, since this silk and ribbon in this weave have been gaining in favor.

Fall Lines.

There are, of course, houses who are advertising their Fall line ready for inspection, but these offerings must not be taken too literally for after all what does one know before late Summer what the early Fall will bring. Any way, moire hats are being prepared and moire faced hats are sold. There is also considerable satin used for facing and for bows.

Want French Plumes.

Ostrich bands have been selling like hot cakes and at absurdly low prices, but handsome ostrich plumes are in no danger of being over popular on account of their cost. Willows are still selling strong but the better trade want the French plumes and contrary to the usual state of affairs, the demand is for colors. There is also no little demand for small wings in bright colors and for feather bands in white for trimming the mid-summer semi-dress and shirt-waist hats. These are very smart in medium sizes and in white Milan, Panama and leghorn.

Leghorns, by the way, have entered the outing hat realm and are now to be had bound and banded in black or white as one sees Panamas. As a matter of fact, for dress purposes, Leghorns are little used, unless they are covered with embroidery, lace or chiffon. Panamas, on the other hand, have been seen a good deal in the dressier models. They, too, are sometimes veiled, or partially covered. Banded sailors, particularly in rough black straw, are ready sellers. Helmet shapes are lingering, but have no great hold upon the trade. Close-fitting collapsible hats are in some demand.

Some pretty pongee hats have appeared with others of batavia, grass cloth and linen, the majority having straw facings.

Reviving Fruit.

A word on fruit in passing. There is a tendency toward reviving it, particularly cherries and small and medium-size apples, peaches and plums, but these are in velvet, which seems another curious fact, particularly since black velvet is most popular.

Lingerie Styles.

Lingerie hats are not overly prominent, although there are many hats on which allover embroidery or lace appears. There is an absence of fluffiness about these effects, however, which puts them in a separate class from the transparent and fluffy hat, since the embroidery or lace is usually drawn over the straw.

Some of the small and medium-sized hats that have little or no brims are decidedly high, the arrangement of the trimming greatly exaggerating that fact. This style hat promises to be good for Fall, although at the time of writing, large, very flat hats are equal sharers in popular favor.

The Newest

Buckram Shapes

for the Fall and Winter Season

$2.25 per doz.

We invite buyers for large stores to inspect our lines and prices.

Buy direct from the manufacturer, and save 25 to 100 per cent.

We can supply you with the best selling lines on the market at lowest prices.

We are manufacturers of leading Ladies' Straw, and Felt Hats, also Pressed, Hand-made, and Ready-to-wear Hats in all Materials.

See Our Lines Before Ordering Elsewhere

Montreal Hat and Frame Company

388 Notre Dame St. West, Montreal, P.Q.

MEN'S CLOTHING AND FURNISHINGS

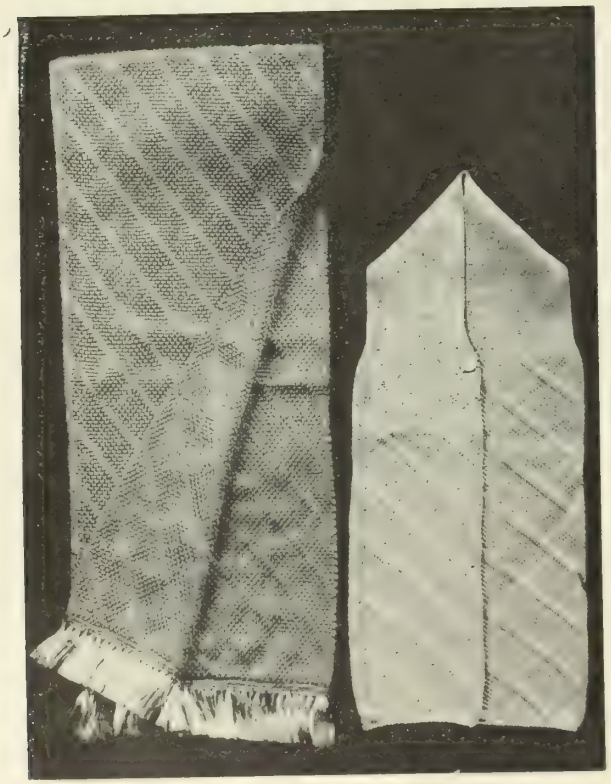
Busy on Advance Styles

One Novelty is the Citoyenne Waist --- Peasant Sleeve in the Lighter Materials --- New Nightgown Styles

(Staff Correspondence)

Montreal, June 12.—The warm weather has had the effect of making a very strong demand for soft collars and the sales have been the heaviest in the history of the trade. Close-fitting collars are, however, still the leaders, and narrower ties continue to be popular.

Montreal dealers report that this has been the biggest lustre coat year ever experienced in Canada. People are beginning to follow the lead of New York, where the men in the downtown districts wear



Two new mufflers of artificial silk in French and dove grey respectively. Shown by Laces and Braids Mfg. Co., Toronto

them on the streets, during the hot days. A cream colored coat has been one of the best sellers.

Well dressed men are wearing hose to conform with their clothes more than ever, and the demand for greys and tan colors is therefore stronger than ever before. There has been a marked improvement in the class of men's furnishings sold, and dealers are now carrying in stock hose at $10 or $12 per dozen, whereas a few years ago, such a course would have been unthought of. One wholesale firm in Montreal that bought a few dozen pairs of silk hose at $12, in fear and trembling, report that they cannot get enough of them to supply the demand. The well dressed man of to-day is as particular about his wearing apparel as a woman.

The sale of athletic underwear is improving as people are seeing the advantage of sleeveless and legless garments in the hot weather.

Collections on the 4th of the month showed an improvement in general over the 4th of May. There seems to be a general tendency on the part of the banks to restrict credit.

Rubber Collars Selling Well.

The warm weather has created a good demand for the rubber collar, and in these lines high class workmanship has produced results which have brought this class of neckwear into immediate favor, not only among mechanics, but also among those who must have a collar which will retain a good appearance under very exacting conditions.

Some of these collars have the appearance of hand-laundered linen, and all of the favored styles



WEAR CELLULAR CLOTHING Co. L. AERTEX LONDON

and be "Clothed with Air."

No other line of shirts and underwear gives the satisfaction to be obtained fron "Aertex" Cellular

Sh rt Sleeve Undervests and Trunks from $6.50.

Combinations, long and short, from $13 50.

Day Shirts, $9.00 and $12 50.

Tennis Shirts, $9.00.

"Aertex" fits well.

It is durable.

It bears fair profit.

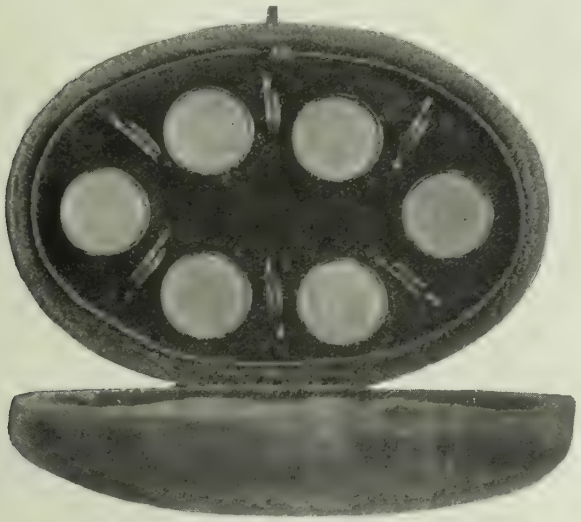
It can be shipped at once from



Wreyford & Co.

Dominion Agents,
TORONTO

shown in the linen article have been reproduced. For strenuous hot weather wear the rubber collar has steadily increased in popularity, and the satisfaction which it has given under trying conditions



Set of plain gold-mounted pearl buttons, with fasteners for fancy vest. These sets are sometimes presented as favors by bridegroom to best man. Shown by Defriez & Woodman, Toronto.

has established it as a staple line in the opinion of an increasing section of the trade. Cases are known, in fact, where particular business men have shown a preference for these collars.

Moves Into Larger Store

Alf. Prendergast, Montreal, has Greatly Improved Facilities --- An Effective Window Arrangement

Larger and more up-to-date premises have been secured by Alfred Prendergast, Ltd., retail dealers in men's furnishings, Montreal. This store, under the name of "Fashion Craft," had been located in the Scroggie building, but June 1 they moved across the street to more commodious quarters, 463-467 St. Catherine Street west.

The new store has been entirely remodelled to suit their requirements. It has hardwood floor, white ceiling and wall cases and silent salesman show cases in mahogany. An efficient system has been installed for handling clothing and mirrors are conveniently placed at intervals along the walls. About midway in the store on the right of the entrance is the office, and on the opposite side is a fitting room.

The lighting is one of the features of this store. In the rear, where the garments are displayed, there is a large light well in the ceiling, and in this way splendid results are obtained in showing cloths, etc. At night, electric incandescent lamps shed their radiance from very handsome brass electroliers.

On the second floor of the building the firm has its tailor shop, where alterations and repairs are made to garments. The manager of the store states that business has increased during the last year more than 100 per cent., and a move to larger quarters was therefore considered necessary.

A Business Asset

The ability to speak English correctly and fluently is a business asset of no mean importance.

Yet how rare it is!

YOU, Mr. Dry Goods Clerk, or Mr. Salesman, may need this ability, and it can be easily acquired. There is a fascinating way to polish up your English by acting as

CIRCULATION REPRESENTATIVE

of the MacLean Publishing Company.

We have an attractive offer to make you, one which will qualify you for better positions, and, if you hustle, will mean a weekly salary of $15, year in and year out.

The work will not require all your time.

Write at once for particulars.

MACLEAN PUBLISHING COMPANY
143-149 University Avenue - - TORONTO

THE *Deacon* SHIRT

is a generously proportioned, beautifully finished, garment for exacting men.

The materials are good and constantly renewed, while all seams are double stitched, buttons securely fastened and every stitch neatly done.

Cut, Style and Pattern all the best to be found.

DEACON SHIRTS
Will be a live stock

The Deacon Shirt Co.
BELLEVILLE, :: ONT.

Good Advertising to Educate Local Trade

People will Appreciate the Home Stores to the Extent to Which They are Kept Informed --- How a Paris Merchant Supplements his Newspaper Advertising --- Good Housefurnishing and Hosiery Advertising

THERE is less sentiment in business to-day than is imagined by a good many merchants. A man may no longer be confident of a customer's business simply because that customer "dealt" at the same store years ago. The influences that have told most effectively against that solidity which worked the old days are advertising and human nature. An attractive newspaper spread by one firm will go a long way toward winning the other fellow's people away from him, and the way in which the spread is followed up will decide the permanency of the break.

The whole matter simmers down to a question of education, of well-applied information of news. The merchant must go to his people with a budget of "live matter" about his goods: he can no longer expect them to visit his store for the sole purpose of inspecting. He must carry the message to them by whatever mediums he finds most effective. They are reading the city papers and his merchandising must stand the test of comparison.

Recognizing these facts, merchants are, to-day, meeting with greater success in holding the local trade. They are studying more closely the wants of the people, the proper time and the best means of impressing them with local opportunities.

Many-Sided Conditions.

Competitive conditions are to-day so many-sided that the fight for business demands the most aggressive weapons. To-day, it is not only the large city mail order stores who are taking large slices out of the general trade of the country, but those in smaller places as well, who have good surrounding country to draw from, are reaching out for a share of it.

The methods of the large mail order house are being astutely followed along distinct lines. Everything is development of first-hand opportunities. There is no city or town but what has its drain upon the possible local trade, and advertising is the means by which these conditions are being met--that, and the right goods at the right time.

A good example of the kind of advertising which is being used effectively in educating the locality is that shown The Review recently by John H. Hall, Paris, Ont. It was a sheet about 12 by 18 inches, well printed, but on paper that rendered its reproduction here impossible. The same sheet was run in the local papers, but in order that the field might be thoroughly covered and every home reached, it was re-issued in hand-bill form. This sheet had that direct dollars-and-cents appeal so necessary in special advertising for the Summer months when people must have a good reason for responding. Six hundred of these sheets, arranged in an attractive way, are distributed by school boys, twice a month. This form of advertising was particularly opportune. People have a tendency to rove in Summer time, to visit other towns and cities, and to spend their money wherever an attractive proposition may induce them to part with it. They also receive the city dailies and are keen on the bargain list.

Mr. Hall saw at once that an advertisement to meet these conditions must be bright, to the point and immediately interesting in its features. He discovered that the local papers were not thorough in their service. Through an error in his advertisement, $1.00 gloves were offered for 25 cents. He only received one reply and then he was sure that there was something wrong. The supplementary scheme was


1860 — Dundas & Flavelles Limited — 1911

GREAT SPRING HOME REPLENISHING SALE

A Big Saving in Tapestry Carpets

Brussels, Axminster and Wilton Carpets at Famously Low Prices

Window Shades

Carpet Remnants

Japanese Matting

Japanese Rugs

Tapestry, Brussels, Wilton and Axminster Rugs

Nottingham Lace Curtains

Some Curtains at Much Under Regular Prices

Curtain Nets and Muslins at Greatly Reduced Prices

Frilled Net and Muslin Curtains

Ingrain and Wool Carpets at Greatly Reduced Prices

Ingrain Rugs

Dundas & Flavelles Limited

Timely and well-arranged housefurnishings advt. by Dundas & Flavelles, Lindsay, Ont.

found to be the most satisfactory. It helped to focus the attention of the people upon local shopping privileges and detract from the influence of the city advertisements.

News Brightly Told.

The advertisement submitted is well arranged. It has a series of neat illustrated panels down one side, while on the opposite side cuts are introduced to brighten the items in the centre. Not one of the cuts exceeds 1½ inches in depth. Underneath the heading "You can make a dollar," are two lines telling how, and the list of values immediately follows. Although there are many different kinds of type in the advertisement, they have been so used that the defect, if such it might be called, is not suggested to the reader. The printer has secured a very neat, well-balanced result.

Persistency in this kind of advertising is certainly educative. When the sheets are distributed regularly every two weeks, people begin to look for them and with good returns to the merchant so long as he fills his space with interesting news matter.

The Opportune Advt.

Dundas & Flavelle, secured a good hold upon the housecleaning fever while in its incipiency by putting out a full-page advertisement that was full of attrac-

tive values. This came at a time when the season had barely opened and certainly must have drawn good business. The appearance of the advertisement was improved by an appropriate cut at side and top. An improvement could have been made by the introduction of a wider division between sections dealing with curtains and curtain nets. A rigid space economist would say that the use of the firm name so prominently twice in the same advertisement was unnecessary and that the top name black and dates would suffice either in the top or bottom position.

The dates indicate that this firm has been in business more than fifty years, and thus advertisements are suggestive of that practical, direct, well-



An advt. for Saturday night special that had good selling power.

timed merchandising which has contributed to this aggressive longevity. There are no frills on the advertisement, no unnecessary paragraphs, no gush ovr with adjectives. It reads as though there was a solid institution behind it ready to give immediate meaning to every statement published.

Gives Direct Information.

Another very attractive house-furnishing advertisement is that of Geddes Bros., Sarnia. This advertisement is panelled very effectively and the application of cuts carefully studied with a view to general appearance as well as to department emphasis. The set-up is good and the descriptive matter used to fasten the interest of the reader is practical and instructive. An outstanding feature of the advertisement is the information by which a reader may at once determine whether goods are suitable for her purpose, and calculated at the same time to create a desire to inspect. No house-furnishing advertisement can be too full of this kind of matter.

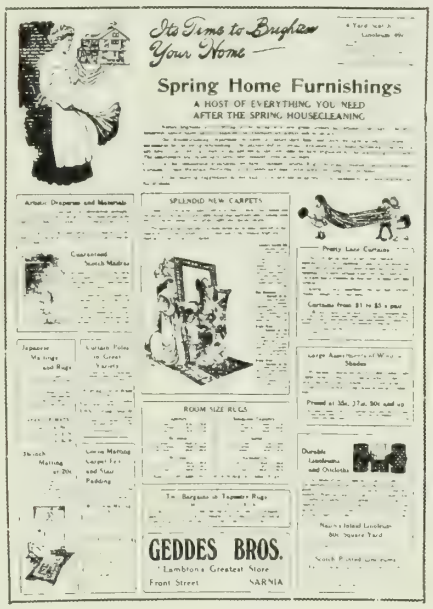
Not Afraid to Use Space.

Robert Wright & Co., Brockville, evidently believe that the rule "A place for everything and everything in its place," applies as well to advertising as to things more tangible. In the paper from which the accompanying advertisements were taken, extra space was used for a millinery announcement. Many merchants might have spoiled both advertisements by combining the two in one. The hosiery advertisements, here illustrated, serve as an interesting comparison as between two different styles of set-up, and also shows two different treatments of the same matter by the ad.-writer, so as to avoid similarity as much as possible in the newspapers. An interesting feature of the hosiery advertisements is the manner



An attractive array of hosiery values by Robt. Wright & Co., Brockville, Ont.

in which brief general statement is followed up by names and values which strikingly emphasize themselves. No space is wasted in unnecessary descriptive matter, for a hosiery advertisement is a hosiery advertisement and when specially featured in a case of



Housefurnishings advt. by Geddes Bros., Sarnia, showing effective use of panels and cuts.

this kind the closer that prices are hitched to the actual facts about values the better.

It will be noticed that a peculiarly-shaped panel somewhat inconspicuous is used to make an important announcement in one of these advertisements. while the panel occupies a position which would undoubtedly attract some attention, better results might have been attained had the setting been in more prominent type or ruling.

Confidence Between Staff and Employer

H. J. Hollingrake & Company, Brantford, Issue Circular to Help as Occassions Arise --- Achieves Better Result Than "Calls" and Overcomes Personality in Directing Attention to the Important "Little Things."

H. J. HOLLINRAKE & CO., Brantford, have found that generalizing in regard to important matters within the store overcomes the tendency on the part of salespeople to feel personally the blame for mistakes which happen from day to day. Each sales clerk acts upon the motive underlying the hint conveyed in a general way.

This scheme develops from the desirability of helpers having the development of the business at heart. It promotes a spirit of enthusiasm or fellowship among the staff.

Daily there is something occurring in every store which is apt to cause friction or unnecessary ill-feeling. When actual complaints are laid too emphatically before sales clerks individually they are apt to consider the charge unfair. They feel that the "call" should be passed along to others who, they know, are equally at fault.

The Old Order Changeth.

New methods which are superior to the old idea that, to keep salespeople alert, they were to be perpetually in fear of a "rap," should be welcomed. Aloofness and lack of co-operation with heads to secure better results are largely eliminated. The salesperson feels that he has greater liberty to express himself.

Not so many years ago to receive a crack over the knuckles with a yard stick or to be decidedly told what was wrong before other clerks or customers was a common occurrence.

Happily, to-day, cases of this kind are rare, and it has become unnecessary for "forward" to be the stock in trade of the floor walker. It must not be thought, however, that at times "forward" is not a necessary call, but rather a sign of progressiveness, no matter how it niggles the offending party.

The Quiet Office Chat.

There are occasions, too, when a quiet office chat inspires confidence and a resolve to do better in future.

There are advancements, more responsibilities, changes in business methods or staff, and expressions of approval, which are better talked over quietly out of hearing.

Then, in cases of glaring neglect or carelessness, a call to the office is to be made a matter of importance and one likely to be remembered by the guilty party.

This procedure being of rare occurrence, also makes the actual call more impressive, and less nagging is heard or dissatisfaction expressed.

One Merchant's Method.

It was to overcome this business failing and to inspire enthusiasm and a feeling of confidence within the store, which prompted E. J. Hollinrake to enumerate petty mistakes and business-bringing improvements in small things in a circular and pass them from time to time among the staff for mutual benefit and consideration.

The main object has been to impress a feeling of responsibility regarding stocks, and the conviction that goods represent dollars and cents.

Primarily, stock-keeping is the main issue, and care is taken to show that any depreciation in lines within the department is actually a loss accountable to the stock-keeper.

Closely allied with this is the importance of knowing actual goods in stock and becoming acquainted with their selling probabilities, quality and relative selling merits or tendency of style in each department.

The Responsible Staff.

When salespeople are heard to say that "We are going to do this or that," and understand their actual responsibilities in regard to the business, then, and only then, are merchants going to feel a measure of security or confidence that things about the store will be just the same, when they are away buying or out to lunch, as when they are in the office or watching their employes.

This spirit is fostered by instilling a system implying confidence in the staff. As occasion arises or defects are brought forcibly before the management, they make a note of the same.

This information is combined in a circular in which reference is made in a kindly way to the importance of obliterating all such defects or making things more harmonious.

Each instruction or point of particular consequence is underlined.

All the different instructions are told as if the matter were being quietly discussed, and the result is evident from the busy hum, well-arranged stock and enthusiasm which pervades Hollinrake's store.

Develops the Salesman.

It has been found to develop latent energy and inspire a spirit of responsibility, which nowadays is a hard problem before the merchant.

Live salespeople for the important positions are enthused with the chance before them, bound to come with a growing or flourishing business.

A short list of these instructions is given, and the language used is of itself an ideal way of bringing salespeople and management to see "eye to eye" regarding store doings. There is also an absence of that show of ill-feeling before customers, which sometimes follows an actual call or reference to things wrong within the store.

There is no reason to apologize for displays of temper following a calling down, and Hollinrake's sales clerks and management work shoulder to shoulder, build on a permanent basis, and increase the business. Actually, the object of the manage-

ment in offering their timely suggestions is to make each member of the staff indispensable to the business and part of the business as it stands.

Extracts from the instructions follow:

TICKETS AND PRICES.—As time permits, a little each day, whenever there are any soiled tickets on merchandise of any kind, please replace with fresh tickets. It makes stock much more attractive to have goods properly ticketed. Be careful to see that every article and every piece of goods has both cost and selling prices on the ticket. Any discarded marks on tickets should be replaced with our cost and selling price. No matter how old or insignificant the article or piece of goods, we want everything to have a ticket with the cost and selling price.

There need be no waste time in the store. You can always be doing something in leisure moments to improve the appearance of stock. Discard old papers and old stock-taking tickets that are untidy on any of the goods. Remember the old adage, "A stock well kept is half sold."

* * *

INTRODUCING GOODS.—Good sales are made and business is helped by showing goods to each and every person who enters the store. At times one may get discouraged and tired of continually showing and talking up goods, but that is what tells. We must necessarily sell a lot of goods every day to pay for stock and cover expenses.

* * *

SAMPLE BOOKS.—All sample books, laces, embroideries and trimmings should be gone over regularly to see that goods in stock compare in price with samples shown. When there is a discrepancy, draw the attention of the management to it. In carding goods, see that all old marks are obliterated, and only the correct marks and prices put on. In the past there has been carelessness in this regard, so watch carefully hereafter. See that stock is priced correctly when you are checking samples.

* * *

PARCELS.—All parcels laid by for a customer, or call parcels, must be handed out by sales clerk making the sale or by the cashier. Name, initials and full particulars must be written on address label. Each parcel must be labelled, or where possible, packages are better wrapped or tied together. We have just been put to unnecessary loss by handing call parcels to the wrong persons, who were dishonest enough not to return the goods. We must look out for our own interests and cannot afford to have mistakes occur.

* * *

CAUTION.—The door leading from cellar to back hall must be kept doubly bolted. No one is to go in or out that way, and it must not be left unlocked, as strangers might walk in.

* * *

APPROBATION.—No goods must go out on any consideration without a corresponding check. All approvals must be charged unless by consent of the management, and a bill with all particulars is to be sent to the cash desk.

BE CAREFUL AND ACCURATE.—Too much care cannot be taken in measuring goods, making out bills, having them sent to office and receiving correct change. When goods are returned or paid for, see that the office is properly notified.

* * *

STOCK SPIC AND SPAN.—Some are acting on the suggestion regarding keeping stock in apple pie order, putting on new tickets and having stock in clean papers and boxes. It helps to sell by making the store attractive. Do not be afraid to pull goods out of fixtures and shelves and thoroughly dust and clean up.

* * *

SYSTEM.—Be systematic and thorough in all store actions, for unless there is system and order, business will not run smoothly and friction will occur.

* * *

BE ECONOMICAL.—Do not waste wrapping paper or string. Cut goods carefully. Do not give too much measure or too little, but rather too much than too little. Be sure and see that every item is charged on sales check. Watch the little things, they go to make the big things.

* * *

HOLIDAYS.—Holiday season will soon be here. Every day's business should count good and big to increase sales. Try for big business.

Constant Desire to Improve.

It will be seen that each item or suggestion is given as occasion arises, and this in itself makes reference to the matter of more import. Before each circular is passed among the staff it is signed by the firm to give proper cause for being understood officially, and full credit is given that both management and salespeople are equal in their desire to improve the business. It is almost needless to say the staff thoroughly appreciate these store hints and act accordingly.

Williams, Greene & Rome, Berlin, manufacturers of shirts and collars, are opening a branch factory in Waterloo.

At their annual picnic, the staff of John E. Bole's store, Ingersoll, presented him with a handsome watch fob as an evidence of their esteem.

W. S. Newman, general merchant, is giving up business in Havelock, Ont., and removing the balance of his stock to Perth, where he has been in business for some time.

R. W. Milzner, F. J. Allward, W. G. Dean, L. J. Beique and F. A. Beique, of Montreal, have been incorporated as "Cotton Threads, Limited," to manufacture threads, yarns and fabrics. The capital is $35,000 and head office, Montreal.

The Cressman Co., Limited, Peterboro', recently incorporated with a capital of $100,000, intend expanding their business by the addition of new departments and the enlargement of some of the present ones. The officers of the company are: A. W. Cressman, president; H. W. Cressman, vice-president; F. C. Cressman, secretary.

No Person Forgotten in this Birthday Party

How G. B. Ryan & Co., Guelph, Celebrated 25th Anniversary — Roses, Cake and Lemonade Distributed—Special Favors for Old Customers—People Were Not Asked to Buy, but They Crowded the Store — Mr. Ryan Discusses Quarter-Century's Changes.

"I regard business as a most interesting study. There is something new to learn about it almost every day. The moment a man thinks he knows it all, it is time for him to step out, for the fellow next door, who is still learning, will overtake and pass him."—G. B. Ryan, Guelph.

IN connection with the birthday party by which they celebrated their arrival at the quarter-century mark in business, G. B. Ryan & Co., of Guelph, distributed 3,000 pieces of birthday cake, 200 gallons of lemonade and 9,000 roses among their guests.

The birthday party was certainly a happy idea. The arrangements made for it were in no sense different from those that would be adopted for the carrying out of a home event. The motive behind the celebration was that all should enjoy the welcome and hospitality of the firm in giving to the occasion a fitting place in the history of the store. In it the "at home" idea stood out pre-eminently.

Said Mr. Ryan: "We took up the celebration, not caring whether the people bought or not. It was our determination to step aside for three days for the purpose of holding a genuine birthday party with all of its enjoyable associations."



The birthday cake on a richly covered table adorned with lighted candles in brass candlesticks and forming the centre of a bower of roses formed an exceedingly attractive window display

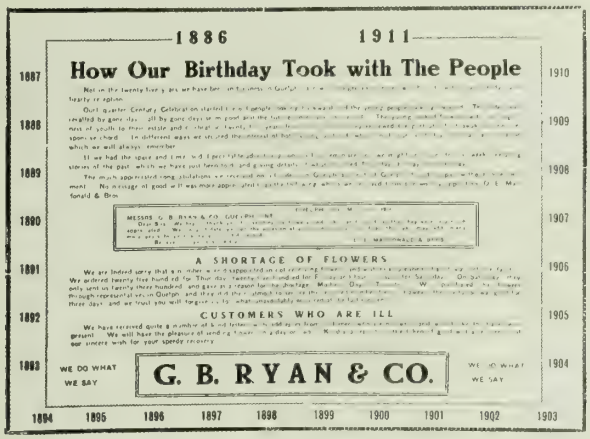
Store Crowded for Three Days.

Although it may be said that business was made a secondary feature in the advertising, the manner in which the people bought was extraordinary. For three days the store was crowded. That was the way the people returned the compliment. A list of

attractive values had been prepared, but such was the desire to emphasize the social aspect of the event, that no "urgent appeal" to buy was introduced in the announcement. The arrangements for the celebration were given first place, and the special list had second place.

Huge Birthday Cake.

Cake, lemonade and roses were distributed on the third floor, where seats were provided, and every facility given to enjoyable social visit. The store was nicely decorated with roses, and there was music daily. The huge birthday cake, weighing over 200 pounds, was displayed on a richly covered table in the rose-embowered window, with lighted candles in


1886 1911

How Our Birthday Took with The People

A SHORTAGE OF FLOWERS

CUSTOMERS WHO ARE ILL

WE DO WHAT WE SAY

G. B. RYAN & CO.

WE DO WHAT WE SAY

1887 1888 1889 1890 1891 1892 1893 1894 1895 1896 1897 1898 1899 1900 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910

A follow-up advt. used in connection with G. B. Ryan & Co.'s birthday party. The panel in the centre contains congratulations from a rival firm.

graduated brass candlesticks, ranging from side to side. A drape of green plush formed the background. It was a sight that jammed the sidewalk with people.

Every arrangement was carried out in the same whole-hearted way. The door swung open easily and everybody sensed, as well as received, a cordial welcome.

Remembered the Absentees.

The hospitality of the occasion was far-flung. A half-dozen roses and a piece of birthday cake were sent to each of those of the firm's customers who through illness or otherwise were prevented from attending.

The register for quarter-century customers was also a pleasing feature. Mr. Ryan has now in his possession one of the most interesting memory books that it would be possible for a merchant to have. In it there are more than 250 names inscribed by customers who had done business with him for the past twenty-five years. Many of them, in fact, intimated that they had dealt at the store much longer. To these people it is the firm's intention to present special favors—probably selected by the firm's buyers on their forthcoming trip to Europe and mailed direct from thence to each one.

Interesting Incidents.

The event was, therefore, crowded with delightful memories as well as gratifying present-day facts. Many letters and messages of congratulation were received. It speaks well for the spirit existing in Guelph mercantile circles that a rival firm also extended their best wishes, and this message was featured in a central panel in an advertisement, by which Mr. Ryan informed the public as to the progress of the birthday party.

Among the very interesting letters was one in which a customer stated that she had bought all her wedding clothes personally from Mr. Ryan 25 years ago. Indicative of the development that has taken place in a quarter-century, enabling the merchant to keep in close touch with his people, were the many messages phoned in by farmers from the surrounding country.

Wide-open Hospitality.

No circumstance was permitted to allay the cordiality of the occasion. A little incident will illustrate. It having come to the notice of the firm that a person who had returned more than once to the feast of cake and roses had been questioned by one of the employes, a letter of apology was immediately sent to the person, and every precaution taken against a recurrence of the circumstance. It was, therefore, a wide-open, unrestricted hospitality.

No Two Prices Now.

Observant of conditions during the past twenty-five years, Mr. Ryan states that there has been wonderful improvement.

"Business methods are far in advance of former standards," said he to The Review. "There are, for example, no second prices in Guelph. All of the merchants adhere strictly to one price. When I took this business over twenty-five years ago I found three pieces of the same quality of goods all marked at


ANNIVERSARY SALE

1886 to 1911

Thursday, Friday and Saturday THIS WEEK

REAL BARGAINS

Ye Olde Quality House

G. B. RYAN & CO.

Ye Olde Quality House

An advt. that was crammed of news. Announcing G. B. Ryan & Co.'s 25th anniversary.

different prices, say 30 cents, 60 cents, and 70 cents. A piece of goods, I found, would be cut in two and two different prices applied to the same article. All that has been done away with.

"Business is not done in that way at all, and from that standpoint there has been a great improvement. There is more honor and honesty than the merchant probably gets credit for. The disposition to-day is to consider the interests of the customer

and to make things right if they go wrong; sometimes, in fact, to go a little against yourself."

The Square Deal.

For the past 15 or 20 years, G. B. Ryan & Co. have had at the bottom of their ads. the line, "We do what we say," and have positively carried that out. The public have had confidence in the store, knowing that they could deal there with safety, because they knew if a thing was not right it would be made right. The firm have made it easy for people to do business with them.

"Our front door swings open very easily," said Mr. Ryan, "and there are no short cuts in our business methods. In business, as in everything else, a man ought to be honest, because he was never created to be anything else. If he cannot at least get down to that basis in matters of dollars and cents, he is a fool."

Growth in Twenty-five Years.

The two largest stores in Guelph are of a size seldom found in a city of 15,000. One of these, G. B. Ryan & Co.'s, is fully equal to three average-size stores, and to-day is four times as large as it was 25 years ago. The very fine millinery and ready-to-wear departments on the second floor do as much business to-day as was done in the entire store 25 years ago.

An Appreciated Convenience.

On the third floor is the housefurnishing department and workrooms. Here, also, is a small section, near the elevator and stair landing, carpeted and furnished with table, chairs and desk, for the use of the ladies. They have appreciated it as a convenient place of meeting for their different organizations, or as a reception and rest room. Whenever meetings are held there, the firm supplies stationery or other requirements.

Two Per Cent. in Advertising.

"So far as advertising is concerned," said Mr. Ryan, "we have found that straight newspaper advertising and sticking to facts produce the best results. Occasionally we issue circulars. We consider two per cent. on turnover a fair amount to spend in advertising. Yes, the mail order house is a competitor here, as in every other place, but we have persistently educated the people to the fact—and with some success—that here they may obtain a service in every sense as good and in many respects better than they can get by shopping out of town.

Service Inspires Confidence.

"Every order received here by mail or message is attended to by next mail, express or delivery, and, if anything is wrong, people know that they can have it rectified here much easier than if they had to wait for the ponderous machinery of a big mail order house in a distant city to move. We may not have the assortment, but people know that they can obtain no better quality or value by shopping away from home. Twice each year for the past twenty-five years we have sent our buyers to the European markets, and have found that this placed us in a position of distinct comparative advantage."

This statement undoubtedly goes far to explain the fact that many people who have moved from Guelph to distant places still do considerable business with the firm.

Sales people Who Can Manage.

"There is at the present time," said Mr. Ryan, "not so much a scarcity of salespeople as of people who can not only sell goods, but who can manage. Time was when a man could stand in the centre of his store and hear everything that went on. Now he is hidden in his office and must feel that his business is in the hands of people who will assume responsibility. We try to make the salespeople in each department feel that they are running a little store themselves and encourage them to exercise their initiative and managing ability."

Reliable Record System.

The statistical system employed by G. B. Ryan & Co. is one which gives them from day to day the exact return from each department. Monthly and yearly results are handled in the same way, so that actual conditions and comparisons may be followed without difficulty. Every purchase made in behalf of the firm is countersigned either by Mr. Ryan or his son. Every order given to a traveling salesman must be made out in a duplicate book. Thus, substitution is impossible without knowledge of the firm, and responsibility is easily traced in case of error in figures.

Always Something to Learn.

"I regard business as a most interesting study," said Mr. Ryan. "There is something to learn about it almost every day. The moment a man thinks he knows it all, it is time for him to step out, for the fellow next door, who is still learning, will overtake and pass him."

Active Outside of His Business.

The thorough organization and the easy system upon which his store is operated, the extent to which his staff are capable of assuming responsibility—that and his innate love for doing business in a businesslike way—explain in great measure Mr. Ryan's activity in the affairs of his city. He was largely instrumental in bringing about the purchase of the street railway by the city, and he has been treasurer of the system since the city took it over.

He was also one of the first to advocate the placing of the waterworks system into the hands of a commission. He threw himself actively into this movement, and though it was defeated once, the second time it carried. He was content with this, but not so the city. He was made chairman, and when the city was asked for $125,000 to carry out the work of piping the water from a distance, the amount was voted immediately and the work was done for the sum voted and as the commission promised. To-day Guelph has one of the finest waterworks systems in Canada.

Although the city has indicated a desire to remunerate Mr. Ryan for his services in its behalf, he has declined, having been content with the pleasure and gratification that accrued from the application of businesslike system and organization to civic matters. Mr. Ryan is one of the directors of the Wellington Insurance Co.; has been a member of the hospital board for many years, and was at one time president of the Board of Trade.

The genuine interest that he has always shown in civic affairs explains the fact that his counsel is sought in almost every matter of importance affecting the city's interests.

WHAT WOULD YOU SAY TO THESE CUSTOMERS?



CITIZEN—What we ask is surely not out of the way, sir. Other merchants have met us fairly, and we think we can promise that it will be well worth your while.

THIS cartoon depicts a scene with which every merchant is familiar.

Two "influential" citizens have called to "feel" him in the matter of a usual or exceptional donation of interest to the public or some part of it.

The proposition may involve anything from assistance to the Fall Fair to the organization of a baseball club. It may call upon the merchant to contribute to a new church, Sunday school or meeting hall, a picnic or similar affair. He may be asked to help the financial end of a program for an event in which he may or may not be interested.

These requests not only come from local representatives, but from parts of the surrounding country contributing but little to the town's business.

The question is how to discriminate between the deserving and undeserving. To turn down some of them might mean loss of business.

What would you say to these customers?

What is your policy on these matters?

For the three best answers, the following prizes will be paid:

FIRST	SECOND	THIRD
$3 and Review for One Year.	*$2 and Review for One Year.*	*$1 and Review for One Year*

All contributions to be published in one issue of THE REVIEW.

This competition is not confined to salespeople in departments. It is an opportunity for any member of the staff. This contest will be a monthly feature of THE REVIEW.

Address all answers to The Editor of The Dry Goods Review, 143-149 University Avenue, Toronto

CANADIAN FUR TRADE NEWS

Large Pieces Selling Well

Trend of Buying for Fall — Some Demand for Fancy Effects — New Styles in Muffs.

THE tendency in the fur trade this year is for large pieces, though there will probably be a ready sale for the more moderate priced small neck and shawl pieces, which are bound to find buyers who cannot afford the more expensive lines.

Prices will be much the same as last season, though in some instances a marked advance is noted. It is stated that marmots are so high that sales in this line have fallen off 50 per cent. The reason for the increased price is attributed to the plague in China, where the authorities would not allow marmot skins to leave the country until they had been guaranteed free from infection. In many instances the skins had to be redressed.

Fancy Lines in Good Demand.

One Montreal dealer whose salesmen had just come in from the road said: "We are finding this year that the more fancy the goods are, the better they are received. The old-fashioned plain styles seem to be losing some of their favor.

"Large pieces are selling this year so far and salesmen are finding that ornaments are coming in place of the heads and tails that have been so popular. Dyed American opossums, in their several shades, have been leading lines. The sale of Persian lamb has dropped down somewhat owing to the high prices, though this fur will continue to be popular with those who can afford to pay the price. There is a lot of cheap Persian on the market, as a result of an attempt at cross-breeding these animals. While the experiment has had the effect of greatly increasing the supply, the quality is very inferior, and the ill-effects will be noticed for several years to come.

"There has been a stronger demand for mink and the better class skins are selling, there being little or no call for the cheaper grades. Mink pieces will be distinctly a feature this year. Hudson seal coats for ladies will also be largely sold this year. Pony coats are practically a dead number.

"The demand in the fur trade so far as money is concerned, is larger this year than last, but in pieces it is smaller. The quality is much better than last season."

Good Demand from Tourist Trade.

The dealers who handle furs exclusively have their designers at work on new models for the Fall season. It is expected that there will be a good demand this year from the tourist trade, especially following the coronation celebration in the old country. Many Americans will doubtless return via Canadian steamers, and the expectation is that they will take the opportunity to inspect fur stocks and carry back with them some of the new lines that will then be ready.

Trimmed Coats.

Combination coats, such as seal trimmed with sable and fox, are spoken of as likely to be popular; in fact, it is predicted that trimmed coats will predominate this season. Ermine and similar light and expensive furs will continue to be popular for evening wear, and small pieces of mink and sable will be shown extensively. These will be in the form of neck or shawl pieces or flat throws, fitted to the shoulders or lying flat. Fancy novelty finishing in various designs will be the rule.

The Melon Muff.

Muffs will be exceptionally large, and all the shapes shown last year will again be offered, but it is predicted that the melon muff, shaped like a watermelon, which has been the rage in Paris and London, will meet with popular favor in Canada.

The New Buttons.

The style in ladies' coats shows a tendency for loose-fitting or semi-coats. Buttons and ornaments will be largely used, and the buttons will in most cases go right through the fur. This latter feature has proved very popular in New York, but it remains to be seen how the Canadian ladies will view it. The most popular will be one made of agate.

marble shaped. The linings are made in plain colors of soft satin, which it is claimed make a better looking coat than the brocade linings used heretofore.

One manufacturer has been showing a coat of tweed, interlined with chamois and serge lining, with fur collar, principally otter, which he reports has had a great demand in the Northwest. The chamois interlining makes a very warm garment, and the Western people have taken it in many instances in preference to a rat lining.

"Corner" in Ermine---No Shortage Probable.

According to the opinion of Montreal fur manufacturers, who are in intimate touch with such questions Canadian manufacturers and dealers have nothing to fear from the "corner" in ermine said to have been made by a St. Louis firm.

They claim that while the firm in question may have been buying up all the skins within their reach throughout the country, that fact will affect the Canadian trade not at all, and the American trade only very slightly. The skins thus bought, although they may be in considerable quantities, are probably almost all American continent skins. These are very inferior in quality to the Russian ermine, which is the skin used almost entirely in the Canadian trade in ermine, and very largely so in the United States.

Referring to the report circulated some time ago as to a probable shortage in ermine, owing to the quantities demanded for coronation purposes, furriers here say that no such danger need be feared, as all the ermine required for that purpose has been bought up some time ago. Manufacturers have their required stocks in hand for next season's trade, with next season's trapping still in prospect before another supply is required.

Buying Favors Plain Silks.

So far as buying has gone for Fall, the indications are all in favor of plain fabrics. The outlook is for the use of the very softest of satins and messalines, both for simple one-piece dresses, and for foundations and dresses in combination with other fabrics. The veiled effects now so fashionable will be continued this Fall, and for dresses for ceremonial wear, voiles, marquisettes, chiffons and fabrics of a like nature will be wanted.

For the very smart trade, satin tailor-mades will be a factor, and futres and wool-backs are expected to sell for evening capes and wraps.

Bordered fabrics are becoming more popular as the season advances, and bordered novelties in satins, crepes and voiles will be largely included in Fall novelty collections.

There is an effort being made to reinstate taffetas. The new taffetas are of the brightest finish and the softest construction, and there is some indication of changeables in this fabric.

Pencil stripes, line stripes, pekin stripes, fancy warp prints and brocades are included in Fall novelty lines.

Seasonable Hints to Dry Goods Buyers

From information supplied by sellers, but for which the editors of The Review do not necessarily hold themselves responsible.

NEW WHOLESALE HOUSE.

Davison Bros. is the name of a new wholesale house which recently opened in 85 St. Peter Street, Montreal, with a very complete line of general smallwares, notions, jewelry, novelties, etc. Their stock includes : Wash belts, frillings, perfumes, talcums, jewelry, hair bandeaux and nets, collar supporters, buttons, hooks and eyes, and many other lines.

The members of the firm are young and energetic and they intend making a determined effort to get a share of the business in Montreal and throughout the Dominion. They expect to send their salesmen out on the road early in July.

Among the novelties they are showing at present is a line of floral jabots or hair ornaments. They are made of different shades of silk, with green leaves, and fasten with a safety pin. It is expected that they will prove popular. Coronation belts, bandeaux in tinsel and colored stone ornaments, silk hair nets and collar supporters were lines that were meeting with a good sale this month.

OPENING BRANCH IN MONTREAL.

The Ideal Shirring & Bedding Manufacturing Co., of No. 56 East 8th street, New York, are opening a branch in Montreal, at 530 St. Paul street, where they have secured large premises. They will manufacture in Montreal, muff beds and silk shirring of all description for the fur trade and will also carry a complete line of ostrich and marabout novelties, in capes and muffs.

Ascher Bros., 30 St. Francois Xavier street, Montreal, will be selling agents for the Dominion. The new factory will be ready for business about July 1, but in the meantime Ascher Bros. will have a full and complete line of samples, which may be seen by all interested at their warerooms.

The company has been assured by the fur trade in Canada that the establishment of a factory of this kind will be of much assistance as it will enable them to obtain muff beds and shirring, etc., at all times on short notice.

NEW FACTORY — INCREASED OUTPUT.

The Canadian Consolidated Rubber Co., are about moving into their new factory, adjoining the present large plant in Montreal. One whole flat, about 250 by 200 feet in area, will be used exclusively for manufacturing waterproof garments. The new building will be perfectly lighted and will put the company in a better position to turn out goods of this character. Though the company undertook this line of work less than two years ago, they are now turning out about 400 coats per day and when established in the new factory will be able to materially increase that number.

BRISK DEMAND FOR COLONIAL GOODS

The Colonial Whitewear Co., Guelph, have let the contract for a new four-storey factory building, 120 x 60 feet. The building will be of modern mill construction and fireproof. It will cost $20,000. The business of the Colonial Whitewear Co. has expanded to such an extent that they could immediately use double their present equipment. The demand for their tailored waists, net and silk waists, mull and silk dresses, has steadily grown, and the present building is now far too small to accommodate this thriving Guelph enterprise.

GROWTH OF EMERY MFG. CO.

The Emery Manufacturing Co., Guelph, who are specializing strongly in silk, mull and chambray house dresses, have experienced a brisk demand for these lines, not only in the older provinces, but also throughout the West, which market they are now vigorously developing. The Emery Mfg. Co. now have an equipment four times larger than when they first started a few years ago, which is the best evidence to the fact that they are directing their efforts along the right lines.

WILL SPECIALIZE IN GLOVES.

C. V. A. Allan, manager of the glove department at Greenshields', Ltd., Montreal, has left for the continent, where he is making arrangements with European glove makers to handle their lines in this country.

Mr. Allan has been connected with Greenshields' for over nine years, and as he will shortly open an office of his own in Montreal, where he will sell to the wholesale trade, his long experience will stand him in good stead in his new business.

Western Canada will receive a considerable portion of Mr. Allan's time and attention in the future. It is a field where there is considerable scope for the building up of the glove business, and his many friends in the wholesale trade will be pleased to hear of his new departure, and will wish him every success.

VERY HANDSOME CALENDAR.

The Watson Foster Co., Montreal, makers of fine wall paper, have recently issued a handsome calendar which is artistically illustrative of one of the very beautiful effects possible in these new lines. The calendar is about one yard long and 21 inches wide, in bordered panel form, with decoration in the form of a hanging basket with roses, foliage and floral vines, done in delicate colorings. The outer border of the panel is a knotted ribbon design with bow at top from which the basket is suspended. The border is in delicate shade of blue. The calendar is in fact an actual reproduction of a simple, yet effectually ornate crown and hanging combination, and while a very desirable piece of work to have in calendar form it serves to show how very easily a beautiful pattern may be produced at little expense.

FOR FIRST TIME IN CANADA.

A new line of Oriental rugs of exclusive design (patent protected) are now offered for the first time in Canada through Otto Veit, Manufacturer's Agent, Toronto.

These rugs include the best reproductions of Kermanshahs, Bokharas and other well-known styles as yet offered at a popular price. They range from $8.00 to $150. Firms who are replenishing stock will do well to look into this line which offers a quality at a price not before possible where only limited orders were placed.

THE STAUNTON LINE FOR 1912.

In their new line of Wall papers for 1912, Staunton Limited, Toronto, have not only fully recognized the trend of preference indicated in preceding seasons, but have introduced new effects which are strikingly illustrative of the rapid progress that is being made toward high standards in wall paper production in Canada. The retailer has not been slow to take advantage of this growth, for in handling a line of wall paper, in which he can have utmost confidence, he has found a means to increasing profits.

Among the outstanding features of the new Staunton line are the large number of matching borders adapted to cut-out treatment; self-tone blanks with 9 in. and 18. in borders; duo-colored stripes with ribbon decorations; blanks with small designs suitable for small rooms; plain papers in jaspes, linens, silks and weave effects; fabric prints with small over patterns; dainty floral patterns for bedrooms; gilt papers in beautiful designs and colorings; independent and combination papers in gilts and embossed gilts and silks for parlor and ding room; high-grade flats and printed oatmeals. Many of the patterns may be used for paneling purposes very easily and effectively.

The Staunton line includes again this year, as in past seasons, the important lines manufactured by the Imperial and Campbell Wall Paper Cos. of New York, and perhaps the foremost among the best American lines.

TABLE OF CONTENTS

Abusing the Special Order 37
Art of Display 8
Dress Goods 23
Dress Accessories 18
Editorial 1
Fall Glove Demand 25
Fancy Goods 21
Furs 58
Housefurnishings 40
Hints to Buyers 59
Knit Goods 3
Men's Wear 48
Millinery 43
Ready-to-Wear Garments 26
Salesmanship Contest 57
Show Cards 15
When a Customer asks for Refund. 33

ADVERTISING INDEX

B
Burnley, Thos., & Sons, Ltd ... 5
C
"Craftana" 6
Chipman, Holton Knitting Co.. Outside front cover
D
Deacon Shirt Co... 49
E
Eclipse Whitewear Co. 27
F
Flett, Lowndes & Co. 19
Grand Rapids Show Case Co.... 9
K
King, John, & Son 25
M
Montreal Hat Frame Co. 45
Macdonald, John, & Co., Ltd... Outside back cover
Perrin Freres & Cie 39
R
Rosenwald Bros. —..... 22
Russell & Woolven 42
S
Stauntons Ltd. 41
Singer, A. T., & Co..... 5
T
Turnbull, C., & Co. 6
W
Wrinch, McLaren & Co. 20
Wreyford & Co. 48

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry good stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN BUY _____

_____

_____

NAME _____

ADDRESS _____

To the Trade **June 15, 1911**

For the balance of **This Month** we shall put into operation extra effort to clear out all the **Summer Goods** we possibly can, to make room for large shipments of **Fall Goods** that are daily arriving. Our stock in **Summer Underwear** and **Hosiery** is well assorted. For the Fall Trade we have already opened up a number of lines in our **Staple Department.** If you want any kind of **Dress Goods,** write us for samples.

John Macdonald & Co.

Limited

Toronto